

Interviewer: Carlie Burke

Interviewee: Alice Pearce

Location: Office's of Ski New Hampshire, Woodstock New Hampshire

Time of interview: 11:45- 12:34

Day: Friday March 14, 2014

[Carlie Burke]: **When and where were you born?**

[Alice]: I was born in New Jersey. A long time ago. It was funny; when Marcia got in touch with me she said you know they are looking for women in their late 50's early 70's. And I said well I'm not quite that old yet. And I lived in New Jersey through elementary school and high school and I moved to Boston to go to college. Its kind of what brought me into New England.

[Burke]: **So what college did you end up going to?**

[Alice]: I went to Boston College.

[Burke]: **And then how did you get into skiing?**

[Alice]: I went to BC, and um, I was really really into music in high school, as most kids are. I decided I wanted to go into Radio because of my love for music. You know as a kid I was a DJ on local radio stations and things like that. So I went to Boston college um to get a, well basically a Radio/TV degree, the major was called speech communications and broadcasting. But I learned from working at the little local radio stations that if you ever wanted to make any money in radio or TV that you needed to be apart of a major market. So I looked at all schools in cities so that I could get a good internship while I was in college, that would hopefully turn into a job. Which it did! Yeah so the strategy worked.

[Burke]: **From moving on from there, how did you get into New Hampshire?**

[Alice]: Radio for a few years. Not for a whole lot. Then the radio stations were down sizing, at the time it was an AM and FM station and they decided they were just going to use one staff for both stations. So I got laid off and thought about what I wanted to do and ended up using my media expertise at a marketing firm. So I worked at a marketing firm in Boston for about five years and several clients were ski related clients. Um I had learned to ski in high school, I was fifteen when I learned, so it's kind of like that awkward time to learn. I wasn't very good at it, if anyone was supposed to say who would work in the ski industry in this group of high schoolers that were taking first time ski lessons at Vernon Valley in New Jersey, I would have been not the one chosen. I think I spent three days on the beginner hill. But a lot of falling, but, when I came to Boston I thought, 'Oh the cool thing about Boston is that I will be able to go skiing'. And I never went skiing while I was there; well I never skied while I was in college. I just never had anytime, you know how much time do you probably have? And you're like fifteen minutes away from the mountains! But after I got out of college and got into radio, radio stations always had tons of free lift tickets, because the ski areas a lot of the time would pay for their schedules with lift tickets. So we always have a lot of tickets at our disposal, so I started skiing a lot right after I got out of college.

[Burke]: **Now what mountain did you start going to first?**

[Alice]: I went to, well I had a group of friends that all skied together and we went to Waterville Valley and Cannon a lot. Just because of the proximity to Boston. We skied really early out of, I forgot about

this, but I was there with my daughter touring New Hampshire during February vacation, we used to go to Killington quite a lot too, and I completely forgot about that till we went back to Killington. But the drive to the New Hampshire resorts was just a lot faster out of the city. So um Waterville was our first choice and Cannon. They were both about two hours from where we lived, loon we kind of avoided back in those days, they had a limited lift ticket policy, so a lot of the time they sold out by like 8:30. So if you weren't here at the crack of dawn, or if you had friends coming up a little bit later and this happened once and we decided we were not going to be doing that again. You know if we got there at 8 and got our lift tickets but our friend was late. So by the time he got there around 9:30 he couldn't get a ticket. So we were like 'this isn't going to work'. So we started skiing Waterville and Cannon mostly. I had a ski house in Mount Washington Valley for a few years too. So we would go up on the weekends and ski Attitash and WildCat, a little bit of Sunday River, so it just became a part of my lifestyle after a couple of years. After I became a professional person in Boston.

[Burke]: **So out of all those Mountains, which one do you consider to be your favorite?**

[Alice]: Cannon was always my favorite.

[Burke]: **Can you describe to me that one thing that stuck in your mind that made you fall in love with the White Mountains?**

[Alice]: Yes!! I can actually picture this, I was working at this marketing firm and it was the type of place, and I mean they, it was a great place to work in your 20's when you had no other responsibilities. But you were basically expected to lay down 12-13 hours a day so you'd go to work at like 8:30 and was expected to be there until 8:30-9:30 at night. So it was a real grind and it was exhausting work so you looked forward to Saturdays and Sundays to get out of there. And I clearly remember driving down 93 right by near exit 32, but in your rearview mirror you could see Franconia Notch and we had had a great day of skiing at Cannon and we were driving back to Boston and I was looking in my rear view mirror and I remember thinking why am I going back to Boston I love it here and that was the absolute pivotal moment I started thinking about moving to the mountains. And my first choice wasn't necessarily New Hampshire it was just in the mountains somewhere. So I was looking in Colorado, Utah and in New England.

[Burke]: **So you learned how to ski when you were 15 you said?**

[Alice]: Yes

[Burke]: **What mountain did you start on there?**

[Alice]: It was called Vernon Valley in New Jersey I um actually learned how to ski by accident. I went to an all girls' catholic high school. I imagine it's not great for your social life, but we had this really great nun, who is no longer a nun, no great surprise, she was all about sports and fitness. So she started when she was my sophomore homeroom teacher that must have been her first year there. She started a hiking club and a skiing club. Because she wanted to get the girls out and more active, because you know there wasn't great emphasis on sports and fitness back then. So the hiking club was just all girls, which was great. But for the ski club, they probably need to get enough people to get a group rate or something, but she called the local catholic boys school! And said how about we do this, the bus goes to the boy's school picks up the boys. Then goes to the girl school and picks up the girls. And we were doing Friday night skiing. So they'd drop us off right after school in time for us to get our rentals and do our lesson and be right back together, it was like ohh a chance to meet some boys! So yeah skiing

was just about the social and skiing was just the thing to do and hang out with the guys. So it was fun and out of that group of kids that started skiing, we all started skiing together anyway. We continued to do that throughout high school. Now the mountain is called Mountain Creek, it's not Vernon valley anymore its Mountain Creek. I haven't been back there in a while but I'd like to though. They are very different. New Jersey's skiing is really different then new England skiing...

[Burke]: **I was going to say it probably changed a lot since then to now. Its probably wicked crowded or whose knows..**

[Alice]: Yeah well my experience of skiing in new jersey we used to just in lift lines, and remember this is like the 70s so they didn't have high speed lifts, so we would wait in line for like 15-20 minutes. And then it would take us 5 minutes to get down and I thought that's what skiing was. And then I got here and was like ohh, its the opposite here, so you know. So yeah, so middle Atlantic skiing is very different then New England skiing. I mean I think since I haven't been in the mid Atlantic area to ski probably in about 15 years. Its probably still a lot busier, and a lot more learn to type of skiers then there are up in New England.

[Burke]: **Yeah that's definitely, I only skied out east and then out west only once out west but that was great. So while in school what were your hobbies?**

[Alice]: Uh lets see, I really liked music, I played, in this tiny little girl's school, and you didn't have any thing to do you played on the sports teams. I loved baseball and to tell you how small and non-sports related the school was there was no softball coach. So I was the softball coach from my sophomore, junior and senior year.

[Burke]: **As a student you were a coach?**

[Alice]: Yeah there was no coach, they were like well if you want to have a softball team, then you have to be the coach. So I'm like was I really a coach? No, it was just about girls playing ball, we were all probably 15 or whatever. But I mean I was the person in charge of organizing the games and got in touch with the other schools and was kind of like the AD but there wasn't a coach for the team. Um I really like softball and baseball, I actually used to play ball with my sister in the backyard a lot. I just liked being active. I liked running I did a lot of running. Yeah it was basically that I liked being outside.

[Burke]: **So skiing was just that thing that clicked for you, like a just wow moment that proved to you, that you were meant to do it. And help other people do it too.**

(Alice): It was good, it was this big social thing and it was just high school was a big social thing. When I got out of college I started doing it again. Again it was the social aspect of getting in the car with your friends early Sunday morning, we really didn't have enough money to stay over night anywhere. You know until we got the ski house up in north Conway. Are crack of dawn Sunday drive up ski all day have a beer, hope in the car and drive right back home. It felt like I'd been away for the whole weekend because it was just a different experience. I lived in downtown Boston so it was just really nice to get away from the crowd. Get out of the city.

[Burke]: **Did you ever marry?**

[Alice]: Yep! I had a very short marriage in the Boston area that didn't last very long. And then I ended

up getting married once I moved up here. So after I moved up here, you know, the industry at the time, I was in my late 20's – early 30's, and there were a lot of people in their late 20's – early 30's as well. So it was actually really easy within our industry to meet other people so yeah. We started dating; I'm trying to think where he was working when we started dating. Uh maybe loon, my husband was the marketing director and moved a lot for work, and I think he was at Loon at the time. And he worked at Loon and then he worked at Tenney after that, before that he had been working out at cannon. So you know he was pretty immersed in the ski industry. And we were at a lot of business functions together and just got to know each other a little better.

[Burke]: Did he influence you more on your love for skiing in the White Mountains? Or did you guys just have an equal love for it?

[Alice]: I think we just had a lot of common interests; yeah um I was mostly in an intermediate level, when I moved up here. And the people were working in the ski industry because they were skiing a lot because they had access to it, were very good skiers. You know I quickly fell into a group of people my own age who all worked in the industry. On our days off we would all go skiing together to all sorts of mountains. So I got to be the best skiing by starting out as the worst. But you know what I think it is, we both love skiing and we just like Hiking, we both liked biking, so you know we found that we had a really lot in common. Uh so we dated for maybe I don't know how long we dated, 2-3-4, I don't know how long it was. I ended up getting married in the mid nineties. I have kids, my daughter is a junior at Lynnwood Public School and is a ski racer, loves ski racing. And my son is a freshman at the Holderness school. He also loves ski racing. That's probably the sport they are the most passionate about.

[Burke]: So know one tried to snowboard?

[Alice]: Oh well you know I have a step son whose in his 20's he's all the way up in Portland Maine, but uh, he was a big ski racer and his sister was also a ski racer. She had to work real hard at it but she got pretty good results pretty early on. So I thought my younger son was going to go the other way and didn't want to start following the footsteps of his older brother's and sister. So he talked, at Linwood its great cause they have a program for the elementary school for 6 Fridays they go up to Loon and they get lessons for like five dollars. They were a really great program. I used to tell him at that time, he had to be in third grade to take snowboarding lessons and my kids were in ski lessons since the time they were two years old. So you know they have been taking ski lessons quit a bit and I didn't want them to take snowboard lessons after spending all that money on ski lessons. So I told him if he wanted to take snowboard lessons, when he got to the third grade, he could through the school. And he could get proficient enough with those 6 lessons and just keep practicing on his own. Uh but I think when he got to third grade he was a fairly accomplished skier. He was already going on the black diamond trails on skis and I don't think he wanted to go back to beginner trails. So I think he tried snowboarding a couple of times and he went back to skies pretty quickly.

[Burke] How did you come up with the idea about Ski NH?

[Alice] I cannot take credit for coming up with the idea

[Burke] That was going to be my next question did you do it alone?

[Alice] No no not at all. I moved up here to take a job. There was a, to show us the value of networking, when I was at the marketing firm, my biggest account was McDonald's Restaurants, they

changed agencies so I was out of a job because I didn't have that big client anymore. I worked with a lot of ski clients too but they weren't enough clients to keep someone fully employed at the agency. So I began looking for a job, you know calling everyone I knew and said I was looking. The woman who was the marketing director at Waterville valley, who I knew through some of my ski accounts. Knew of a local nonprofit called Ski The White Mountains and they were trying to take it to the next level. And wanted to hire like a marketing PR coordinator and coming out of the marketing from Boston and having had some ski clients, I had a pretty good background for that job. It was a small organization; there were 9 ski areas in the White Mountains at the time. So it was the Mount Washington valley ski areas, the ski 93 area and the Balsams. So they were looking for a marketing PR coordinator and I ended up getting the job. And the pay compared to what I was making in Boston was really pitiful. Cause every time you make the switch from an urban environment to a rural environment, you're going to take a big pay cut. But I could afford to do it at the time, because I didn't have any responsibilities other than myself. So I remember talking and I was going between this job at Ski the Whites' and I was also talking to Coors out in golden Colorado, and there was also an ad agency in Salt Lake City that was thinking of starting a PR division. So it was kind of those three different opportunities and I had to figure out which one was going to be the best for me. But Coors ended up saying, Oh we aren't going to make a decision for about six months and the ad agency said oh we don't have enough money to do this PR thing, we are going to end up doing this in like 2 years or whatever and were like if you are still interested we would love to contact you. Like ok. I sort of took this job as an intermediary job and I remember going back and forth on the salary. The guy who was in charge of the interview committee said, "Well you know, its not just this its going to be Ski NH within a few years" and so at that point you would be poised to take a big leap forward and I was like yeah maybe, maybe not, who knows its really going to happen but it was the best opportunity at the time. So I moved to, um up here, which was a huge change. Cause I remember the first week I was here I went up to the mountain club, cause you know Boston, you always had a gym membership cause that's what they did. So I went to the mountain club to sign up for a gym membership and the woman at the front desk already knew who I was and she was like, oh you aren't the new person working at ski the whites and I was just like, how do you know who I am? Cause I came from the city nobody knew your business. That was the biggest transition was like being in a small town where everyone knows who you are you, not just like who I am is anything special but everybody knows everybody. You know so, you ended up being identified by what you do or as your kids get into school, whose mom you are, or what sports teams, what volunteer work you do. So I took the whites job and we did that for two years and then Gunstock there were all these little associations doing skiing in New Hampshire. There was Skiing in the Whites, then there was Ski 93, and there was ski the Southern Mountains, I don't know if that's what it was really called. Sunapee and Pat's and all those ski areas down there had their own association. And gunstock didn't really have an association to belong to because they didn't fit in with any of the regional parameters with the ski associations. So gunstock came to ski the whites and said we want to be in the whites but of course everyone was like but you are not in the White Mountains so how can you be ski the whites? And in retrospect it was a very orchestrated political move that the general manager at Attitash sat back and he was like one of the deans of skiing in the room. He was an older man and was very well respected. And he sat back and kind of went like this, (showing motion of man), he was one of those people that like when he spoke everybody listened to him because of the respect they had. And he said 'well gentlemen,' I was the only woman in the room, still am most of the time. 'I think its time we do something and make a statewide association here.' So you know I think again the gentleman that had hired me had said this has been underneath boiling for a while. Ski the Whites was the biggest group, it was the only one that had a professional staff so it was myself, actually just me for sometime, and there was a director who kind of over saw what I was doing. In order to get all these regional associations we needed them to drop all of their regional defenses in order to work together. We had to have a really compelling reason to make a statewide association. And so Vermont had one, Maine had

one; all the major ski states had one. But that still wasn't a good enough reason; just because everyone else does it doesn't mean it's necessarily be what New Hampshire should be doing. So we went to meet with the commissioner of the department of resources in economic development, which over sees New Hampshire tourism and said well if we were able to drop all of our regional differences to create a state wide association, would your tourism office be willing to work with us on kind of a matching basis. Where you know at that time like all the winter tourism advertising had sleigh ride pictures, and ice-skating and Skiing did not have a very big presence. The part of our effort was, if we develop this state wide association was can we enhance the presence of NH skiing, through New Hampshire winter tourism marketing. So they said yeah we would be happy to, so we went back to all the regional associations and said this is the benefit that if we drop our regional differences and just work together as a state wide group, then we would be able to work more closely with the TTD and raise the images of skiing in terms of tourism. Because it really, even at the time we had economic data that showed that we were the driving force behind tourism and why people came here to ski primarily, and snowmobiling and several other reasons. Skiing is what brought the most people and the most money. And so I think that was April of 1993. All the people from all over New Hampshire from the ski areas came together and elected to drop their regional associations and just form Ski New Hampshire. So I was at the right place at the right time. And I suspect that when they were looking for a Marketing Coordinator, the Whites, they were thinking, so lets try to find somebody that can move into the New Hampshire position. When time is right and we can get everybody on board and have everybody in the room have a fruitful conversation. So I was in the right place at the right time. You know we probably started out with maybe a 300, 000 dollar budget and it just grew and changed over the years. We once had an international division I think our budget at that point was up to 1.3 million, through out the change people started to say, 'well okay the international division was cool, but it might be cheaper if we do it in house, cause there were only a few ski areas that we were dealing with and so you know the international division went away. But you know it's all about keeping your finger on the pulse of every skier's wants and needs and then taking their collective resources to help them all out.

[Burke] So did you have any other career plans in mind? Like are you going to stick with Ski New Hampshire, or..?

[Alice] NO! Actually, I'm leaving in; my last day is in 4 weeks. Cause I've been doing this since, well if I was here until July it would have been 23 years. So my husband used to joke with me that I was going to retire working this job, I was going to be Miss Ski New Hampshire and I was like you know I started working here when I was 30, there's a big world out there you know and its been the only thing I wanted to do and sometimes internally in the office we would joke about here's what we do for life we promote vacations for rich people. And that's in its most simplistic form, you can look at some of the altruistic parts of skiing and say its great we are getting families out exercising together and there are a lot of other good things about the ski industry. You its such a big world out there, there's sports, fitness, nonprofit associations, going back into marketing and working with a diverse group of clients again. So thinking about all this we were like I had applied to a job and as I said my son goes to Holderness and there was a job opportunity there that got me thinking about it. Oh that would be cool if I got a job there because instead I would be raising money for an educational institute and I will feel good about it. You know but, I realized that since New Hampshire is such a small community, and through this job I had the chance to work with people on all levels of state government and in skiing and in tourism and its such a small community that someone who knows someone would hear that I was interviewing and you know too when you are looking for a job you're going to call your friends to see who knows someone who's going to be there who can make a phone call for you. And I realized I couldn't do that because its like if I call somebody and make a phone call, somebody is going to find out and I didn't want my board to think I was looking for another job behind their backs or break that

trust because when you run a non profit and the people who you work with are on site everyday, trust is a huge part of what they do and you have to trust that they have your best interest at heart all the time. I thought that would just be poor to have someone on my board hear that I was looking for a second job and be like Oh jeez why didn't you tell us? So I talked with the board about you know, I was nervous about it, but that's the only way I am going to find a good job, is to leave this job and spend time really looking and then take advantage of the people I was able to build relationships over the last 22 years you know have them be my ears and eyes out there. And I would all the things with social media and what goes with that. It really, I had, its funny how weird things happen at different points in your life. I was waiting for some pizza there was a guy sitting next to me and we were just chatting while we were waiting. This was about 3-4 months ago, and he's a professor at Brandeis and he works with business students and I didn't say anything about me looking but he was kind of talking about what he does and he said I always tell my students the first 10 years is about what you know and after you are 30 its about who you know. So I thought to myself, yeah it really is. So yeah I'm looking forward because I don't really know what I am going to do which is really exciting, it's like graduating from college all over again. Like Wow what do I want to do I can do anything. But the scary part too is that I have a mortgage to pay and stuff like that so hopefully I can find something sooner then later. I'm looking forward to having some time off to really think about it. Do some spring skiing and even just, I met with Steve Barbs who is your university of community relations vice president. I knew him since he was at the Balsam so you know even just talking with him about you know opportunities he's like I want you to meet this person and this person and this person. So I am about to embark on a few months of just meeting new people I never met before and enriching my contacts and my networks and you know just being exposed to a lot of new things. And staying here, you know I mean if my board could put up with me for the next 20 years it would be wonderful ski is a great area to work in its full of passionate people who are very nice and its all very laid back. I mean this is how I come to work everyday. And you know the national conferences are great they're filled with people who are passionate about sports and its this way of life but it would have been really easy for me to stay but I think that if I retired at the age of 70-75 I would think is there something else I could have done? You know is there something else I could have explored? So yeah.

[Burke] **So you just love learning new things.**

[Alice] I guess yeah, I guess that's the great thing about you know marketing, even though most of what I do here now is government relations and Carl does most of the marketing. I still over seeing it, you know I still read magazines everyday, probably 2-3 different marketing newsletters to keep on top of how marketing is evolving. Government relations is a real interest of mine too so you know I am always reading about what the legislatures are doing and what's going on in Washington DC and how does that effect industry business and uh so yeah I guess and people have often said to me well how do you last 22 years at Ski New Hampshire doing the same thing? And it was never the same thing. I mean every year there are new challenges, new opportunities, some years it snows, some years it doesn't you know so it's always been really different. So you know people at the mountain have stayed pretty consistent, our staff has stayed pretty consistent so we have been able to get a lot done without a lot of new training and things like that. And having teenagers is totally great cause they keep you fresh and letting you know what's going on.

[Burke] **Like slang words and everything.**

[Alice] yeah exactly. How do you use instagram? Oh mom.. Do I have to show you again?

[Burke] **So now that you are leaving Ski New Hampshire what are you going to miss?**

[Alice] it'll be the passion, the feedback, love of sports, and the laid back love of the outdoors. You probably if I get into a more corporate environment and having that corporate stress, the one thing I will miss about being here is like you are basically working for yourself but not really. There's a lot of flexibility in our timing. You know we try to make sure the office is staffed from 7:30 to 7 daily so its enabled us to kind of work off of our family needs, so it would have been hard to leave that job earlier but now I have a daughter who's going to be a senior next year and is going to be off to college in a year. And a son who is in private school where he's a commuter I wouldn't see him very much. Because the hours that commuters put into Holderness, they might as well have lived there really. So it's a different kind of school experience where as my daughter is in public school and I went to a lot of her ski meets and softball games. And you know with a kid in private school most parents don't go so you know your presence isn't as appreciated as it is when its public school and all the parents are there too. My son is like eh mom you don't really have to go only 1 -2 other parents really come so I drop in on a few games so its not like I am going to be missing a whole lot. If my new job takes me to concord or Manchester. So yeah I would miss the flexibility and the people I've been working with, my staff and the people. I mean you don't love everybody that you meet but there's an awful lot of good people in this business and hopefully I will stay, I don't want to leave New Hampshire yet and id love to stay in something that's related to tourism cause there is a lot of good people in tourism industry.

[Burke] That's so crazy, I'm a Health Major and I've been interested in skiing and I played softball and just like hearing your story is just unbelievable I didn't realize you could go into so many places with marketing, you know what I mean? I since I study Health promotion it's a mix of marketing and health at the same time.

[Alice] you know I thought about jee Id love to be a physical/ sports therapist you know, Id love working with people after rehabbing athletic injuries. But that entails going back to school when you are in your late 50's and its like really? You it came down to doing something that was going to be dramatically different or something that's going to be a lot different using the same tools I already have in a mentor/ leadership way.

[Burke] so you are thinking about staying in New Hampshire and you aren't going to up root everyone and go out west or anything?

[Alice] No, you know its funny the first person I talked with about this was like ohh we need a director of development for the ski hall of fame but you have to move to park city. And I was like 2 years from now my husband an I would go sure but you know we want to wait for my daughter to graduate from Lynnwood, so we want to stay in the area for about another year. I have an older dad who lives here too so if we were to move we would probably have to move him with us. And keep an eye on that too. Yeah my husband runs a hotel here in town, and he's going yeah we could run a hotel in Hawaii too or stay on the cape. I think both of us love New Hampshire but would not have a problem with moving after our kids get out of high school. You know they are both going to go to college not anywhere near here. My daughter is like Boston is too close and my son may end up in Boston. You know once they're in college it will really free us and we will get to go where ever. Hopefully we would be able to keep our house in New Hampshire and we will always have a place here.

[Burke] Have you ever traveled outside of the United States?

[Alice] My daughter did the first half of her junior year of high school abroad in Australia. And when we went her to Australia we said she wasn't going unless we got a vacation. So actually last November

e spent 3 weeks in Australia. Pulled our son out of Holderness and just the 3 of us went and met her over there the family she lived with and then she traveled around the country for a couple of weeks. So that was really the moment we realized that as our kids get older that was probably our last vacation. They start working not necessarily wanting to travel with mom and dad. And you know earlier on before I moved to New Hampshire, while my husband was working in international skiing, for a while his job was to bring skiers from the UK over to New Hampshire to ski. I went to London a couple times with him; we had our honeymoon in Scotland. So you know I did a girls trip to um France and Italy oh wait no, Switzerland and France. And my husband and I actually did long-distance biking before we had kids. We were planning on biking in Italy but then I got pregnant with my daughter. We had to shelve that, but yeah there are a lot of places to see and do in this world. And we love to travel cause when you have kids its great, you get to use them as an excuse, like you know you don't want them to be rural hicks so we want them to get out and see the world. Also we used that to travel to a lot of major cities with them. You know the west coast, Florida; I'm trying to think. All up and down the east coast. Texas even, I have lots of cousins in Texas. The only part of the country they haven't seen is part of the mid-west. Oh I have friends in Minnesota, but I mean Nebraska and the Dakota, not the places high on people's lists.

[Burke] **you should go out to Montana,**

[Alice] I actually have family, my uncle and cousin who live near the white fish ski area; I think it was called the big mountain or fish here. But you know its up in northern Montana and they love it when we visit.

[Burke] **I have some friends that just moved out there this past year and they are just ski bums and they love it and I think like you would definitely love it and your family would go crazy.**

[Alice] yeah well it's so beautiful out there

[Burke] **Yeah I think they had about 18" in one day. It was unbelievable.**

[Alice] where do they ski mostly? Big ski?

[Burke] **yeah big ski and some other one that starts with a b..**

[Alice] Bridger bowl?

[Burke] **Yes! They say it's completely opposite then out here. And you said you never skied out west before?**

[Alice] oh I skied out west yes. When we were, when I um lived in Boston with a group of friends we took a trip out west every year. Id say out of western areas our favorite place would be Alton snowbird, skiing in Utah was definitely my favorite. Because it was just a little less refined then Colorado was at the time. You know Colorado was busier. And then once you got into the ski industry a lot of the winter conferences are out west. So we usually use that opportunity especially were my husband is in the ski industry too were we go, even though the conference wasn't in the mountains it was a California city, we'd extend the vacation and go skiing. I haven't skied in Montana. But Colorado, Utah, Idaho, we took our kids out to Colorado for the first time two years ago. Cause you know they are always ski racing and you can never go during the middle of the season because they are in the middle of a ski race. So we went out during their April vacation, it was fun. They were like Wow, that's so weird, they

were on the continental divide and had never seen anything like that. That was fun seeing it through their eyes.

[Burke] **So since you've skied both sides, which one is your favorite?**

[Alice] oh you can't.. It's funny that people ask me now that I am leaving here. People would always say, what's your favorite ski area, and I would have to say, I love them all the same. Being a mom you know because they each have different attributes. I would say the same thing for the west coast, you can't beat beauty, the sheer acreage, the above tree line bowl, and I mean we just don't have that here. But you know we have snow making and grooming. You know I remember I had days out west skiing snow bird one day with my husband and it was beautiful, it was 50 degrees, blue sky day, it was spring skiing, it was so awesome the snow was soft, and then that night there was like a fast freeze and it was like 10 the next morning and I mean the ski could not, I mean they have 2500 ski acres you just cant maintain that. Versus New Hampshire has 450 acres, you just can't beat that. So you know we went out and couldn't ski the bowls because they were all ice. You there were a couple of groomed trails that they were able to groom so you basically you were following these three groomers and you were in a situation were you couldn't a whole lot of skiing unless it was cold again. That being said that was April and you would have that anywhere. You know the best thing about the east coast resorts are that they can turn out reliable product just about any day. So just different type of skiing just a more reliable skiing and its just a different type of beauty. The westerns would go oh these mountains are so cute; they're so close together there aren't large vistas. And I'm sure someone coming form Colorado is just as respectful to how gorgeous the White Mountains are. Or how you call the green mountains in Vermont, it's just a different landscape. Yeah us easterners can definitely ski a whole wider range of conditions, westerners are just used to having a whole lot and really good snow.

[Burke] **I mean we're used to skiing on ice.**

[Alice] exactly! And that's why all the good racers come out of the east. I mean Michaela Shifford, Bodie Millar, there's a reason for that.

[Burke] **Its because we practice in the worst conditions.**

[Alice] yeahh exactly and we can still ski well in the worst conditions.

[Burke] **Before you ever came out to the White Mountains, did you have family that lived out here?**

[Alice] No, again when I was looking, my whole family at the time lived in New Jersey and Pennsylvania. And when I was looking at colleges, I wanted to go to a city environment. I didn't want to go to New York because it's too close I didn't want to commute. I wanted to live at college. I went to an all girl catholic school, so no surprise the list of schools were Boston College, George town, it was like all these catholic colleges. Notre Dame, now that my daughter is going through this, I'm kind of reliving my college, you know application process. But Notre Dame was on the list but I have no idea why, because I was like why would I want to go to Indiana and with a media degree? But I guess it was just another catholic college. And then what were the other ones.. Yale and Princeton were on the list too. But what I loved about, and I visited Princeton and it was just kind of stuffy, not that I got in you know I did get wait listed and I found out that a lot of the time everybody gets wait listed. Burst my little bubble, my daughter and I were standing in Stanford and they were saying ' you know we don't believe in wait listing people and we rather tell them'. And my daughter was like 'do you think

you got waitlisted at Princeton just because they think you'd go somewhere else?' I'm like maybe. But again I visited Princeton, I visited BC, and I really really liked BC. I've been to Washington but I've never been to George Town. Then I got a really good financial aid package from BC so you know I was also a huge New York Yankees fan. So I couldn't wait to go to Fenway park sit in the bleachers and wear my Yankees hat. Which I did the first weekend I went to school sitting next to very large BC men. So yeah that's what brought me to Boston. So then I got a job right out of college, because I had a really good internship my junior year which turned into a really good job my senior year. And just Boston is a great city. I liked it much better than New York. New York is fine for about a day or two and Boston you can really live in. so that's what brought me to New England. And then you know kind of the professional development. I mean I could have been out west if Coors or that other job if I got snapped up real quickly.

[Burke] your life would have been completely different, you probably would have never met your husband.

[Alice] no of course I wouldn't of met my husband but it's interesting. Its like these decisions that you make throughout life really dictates what your life is going to be like. You don't know it at the time. When took the job ski the whites, I was convinced I was only going to work there a year and then go do something else. Like go work at a ski area or one of those jobs might open up again. I really didn't think I would be in new Hampshire for 23 years but new Hampshire is awesome its such an awesome place to live and work. So you know I met my husband, had the social life thing going which can be a challenge for a younger person living in New Hampshire. But its just been great I loved living here and I mean life is short I want to experience as much as I can. But New Hampshire is just a great place to live and work.