



Three Hard Years for the Alaska Heli Skiing Industry



Potential underlying causes

**Potential solutions to these
observed issues**

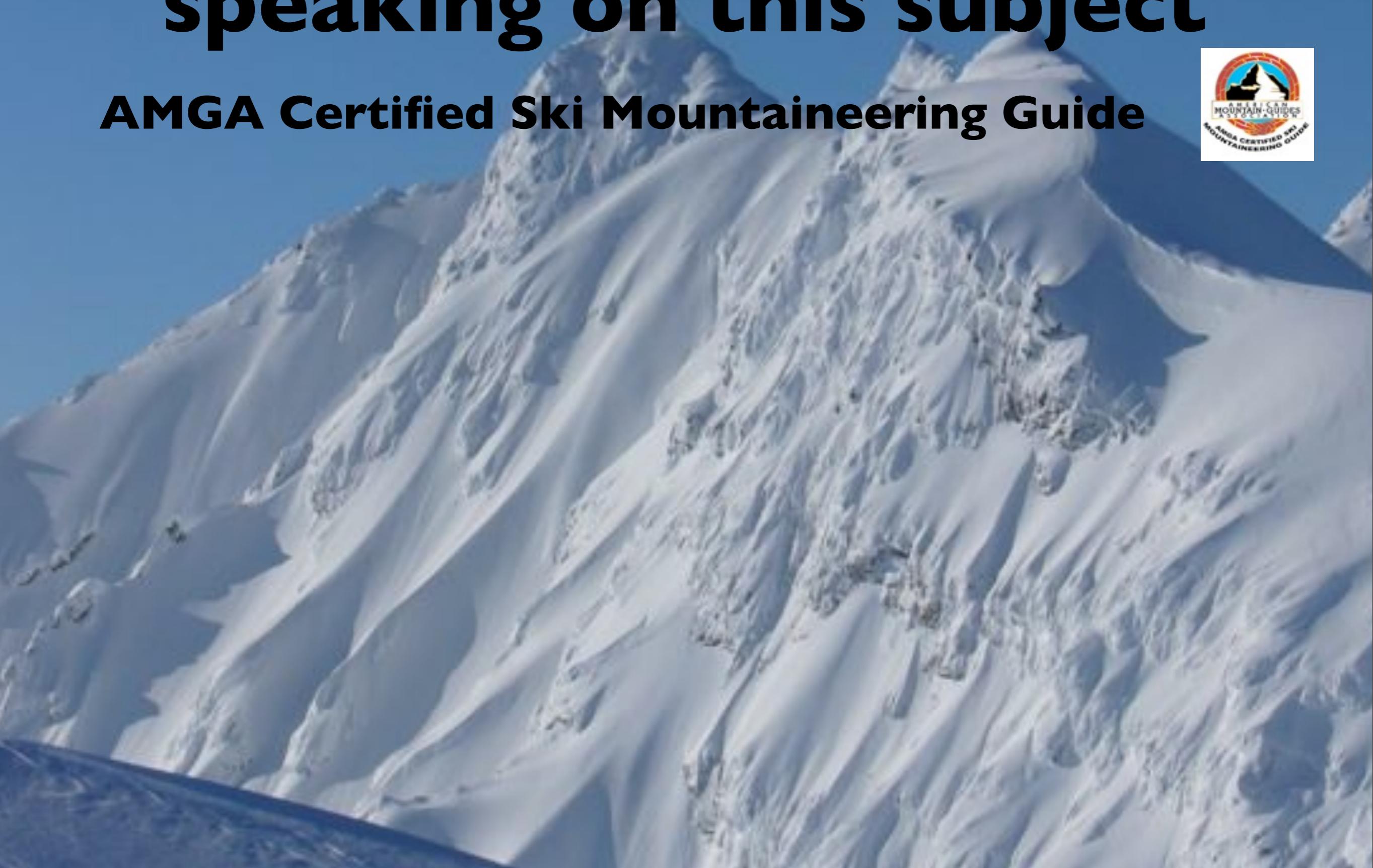


Who I am, and why I am speaking on this subject



Who I am, and why I am speaking on this subject

AMGA Certified Ski Mountaineering Guide



Who I am, and why I am speaking on this subject

AMGA Certified Ski Mountaineering Guide

AAA Professional Member



Who I am, and why I am speaking on this subject

AMGA Certified Ski Mountaineering Guide



AAA Professional Member



AIARE Instructor & Course Leader



Who I am, and why I am speaking on this subject

AMGA Certified Ski Mountaineering Guide



AAA Professional Member



AIARE Instructor & Course Leader



Alaska Heliskiing Lead Guide & Primary Avalanche Forecaster



Who I am, and why I am speaking on this subject

AMGA Certified Ski Mountaineering Guide



AAA Professional Member



AIARE Instructor & Course Leader



Alaska Heliskiing Lead Guide & Primary Avalanche Forecaster



Valdez Resident, Haines Heli Ski Guide - 15 years experience guiding skiing in Alaska



Who I am, and why I am speaking on this subject

AMGA Certified Ski Mountaineering Guide



AAA Professional Member



AIARE Instructor & Course Leader



Alaska Heliskiing Lead Guide & Primary Avalanche Forecaster



Valdez Resident, Haines Heli Ski Guide - 15 years experience guiding skiing in Alaska



Actively employed in oil and gas industry, specializing in technical access, mountain safety, rescue and evacuation





Selecting and comparing Alaska Heli Skiing operations to mechanized skiing in British Columbia during the period from 1990 to 2011

(1990 was arguably the beginning of Alaska Heli Skiing industry, 2012 was first avalanche fatality in Alaska Heli Ski industry)



Selecting and comparing Alaska Heli Skiing operations to mechanized skiing in British Columbia during the period from 1990 to 2011

(1990 was arguably the beginning of Alaska Heli Skiing industry, 2012 was first avalanche fatality in Alaska Heli Ski industry)

During this period, Alaskan Heli Skiing operations did not experience a single guest or guide avalanche fatality. BC operations unfortunately had 37 avalanche fatalities.

(Without question, in Alaska during this period there were many avalanche involvements and other accidents but the focus of this talk is fatalities, potential causes and potential solutions)

Selecting and comparing Alaska Heli Skiing operations to mechanized skiing in British Columbia during the period from 1990 to 2011

(1990 was arguably the beginning of Alaska Heli Skiing industry, 2012 was first avalanche fatality in Alaska Heli Ski industry)

During this period, Alaskan Heli Skiing operations did not experience a single guest or guide avalanche fatality. BC operations unfortunately had 37 avalanche fatalities.

(Without question, in Alaska during this period there were many avalanche involvements and other accidents but the focus of this talk is fatalities, potential causes and potential solutions)

It must be noted that BC operations have considerably higher numbers of user-days and this statistic includes snowcat operations as well. Regardless, it has been proven that Alaska operations can and do operate safely.

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014

AVALANCHE PROFESSIONAL RESPONSIBILITY CODE



THERE ARE ELEMENTS OF RISK THAT REMAIN HIDDEN TO THE BACKCOUNTRY USER THAT ARE ONLY EVIDENT IN HINDSIGHT. TO UNDERSTAND WHERE THINGS 'WENT WRONG' WE FIRST NEED TO UNDERSTAND HOW IT IS THEY 'GO RIGHT'. AVALANCHE PROFESSIONALS CAN IMPROVE AVALANCHE RISK TO BACKCOUNTRY USERS AND PROMOTE MORE EFFECTIVE INTERVENTION STRATEGIES BY UNDERSTANDING THE CONTEXT IN WHICH RECREATIONAL USERS MAKE DECISIONS.

- 1** Always acknowledge that 'human error' is the starting point for investigations not the end.
- 2** People around you interpret the world differently (particularly the less experienced). It is your responsibility to understand what made sense to them at the time of their decisions.
- 3** Do not forget that things often go right and wrong in the same way. Actions taken & decisions made prior to an accident have likely been taken or made before, the outcome is often irrelevant.
- 4** Never reduce your analysis of an avalanche accident to a single cause. Avalanche terrain as experienced by people operating within it is highly complex.
- 5** Understand that, in dynamic environments, multiple, small failures interact to cause accidents.
- 6** Keep away from thinking that says cause and effect is always linear. Backcountry avalanche accidents are largely emergent.
- 7** Observe and identify strong anticipatory actions and decisions. Encourage development of this skill rather than promoting the avoidance of negative actions and decisions.
- 8** Keep blame and fundamental attribution error in check. Attempt to understand how and why someone ended up in the situation they did.
- 9** You must not pass judgment on an accident if your ability is impaired by hindsight bias. Knowledge of the outcome makes it seem inevitable that an avalanche would occur.
- 10** You must have sufficient patience to understand the complexity recreationists experience in context – and see this as being inextricably connected to the circumstances of the field.

**KNOW THE CODE - BE HUMAN CONSCIOUS
IT IS YOUR RESPONSIBILITY**

Laura Maquire © 2014



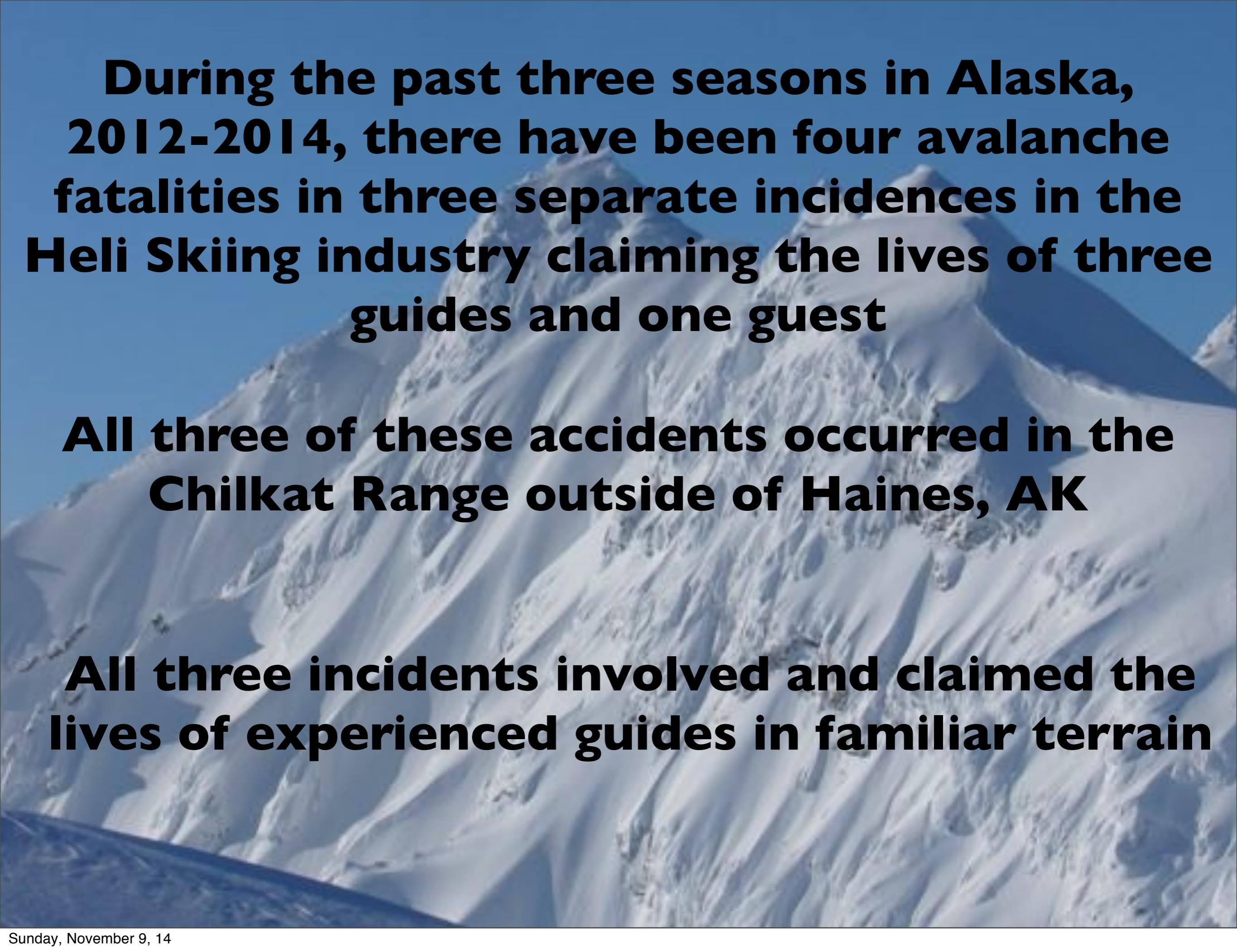
A large, rugged, snow-covered mountain peak under a clear blue sky. The mountain's surface is textured with deep, dark shadows and bright, reflective snow patches. The perspective is from a low angle, looking up at the mountain's face.

**During the past three seasons in Alaska,
2012-2014, there have been four avalanche
fatalities in three separate incidences in the
Heli Skiing industry claiming the lives of three
guides and one guest**

A high-angle aerial photograph of a rugged mountain range. The peaks are covered in a thick layer of white snow, with deep blue shadows cast into the valleys and gullies. The terrain appears rugged and uneven, with various mountain ridges and slopes. The overall scene is vast and majestic, capturing the raw beauty of a high-altitude environment.

During the past three seasons in Alaska, 2012-2014, there have been four avalanche fatalities in three separate incidences in the Heli Skiing industry claiming the lives of three guides and one guest

All three of these accidents occurred in the Chilkat Range outside of Haines, AK



During the past three seasons in Alaska, 2012-2014, there have been four avalanche fatalities in three separate incidences in the Heli Skiing industry claiming the lives of three guides and one guest

All three of these accidents occurred in the Chilkat Range outside of Haines, AK

All three incidents involved and claimed the lives of experienced guides in familiar terrain



Rob Liberman

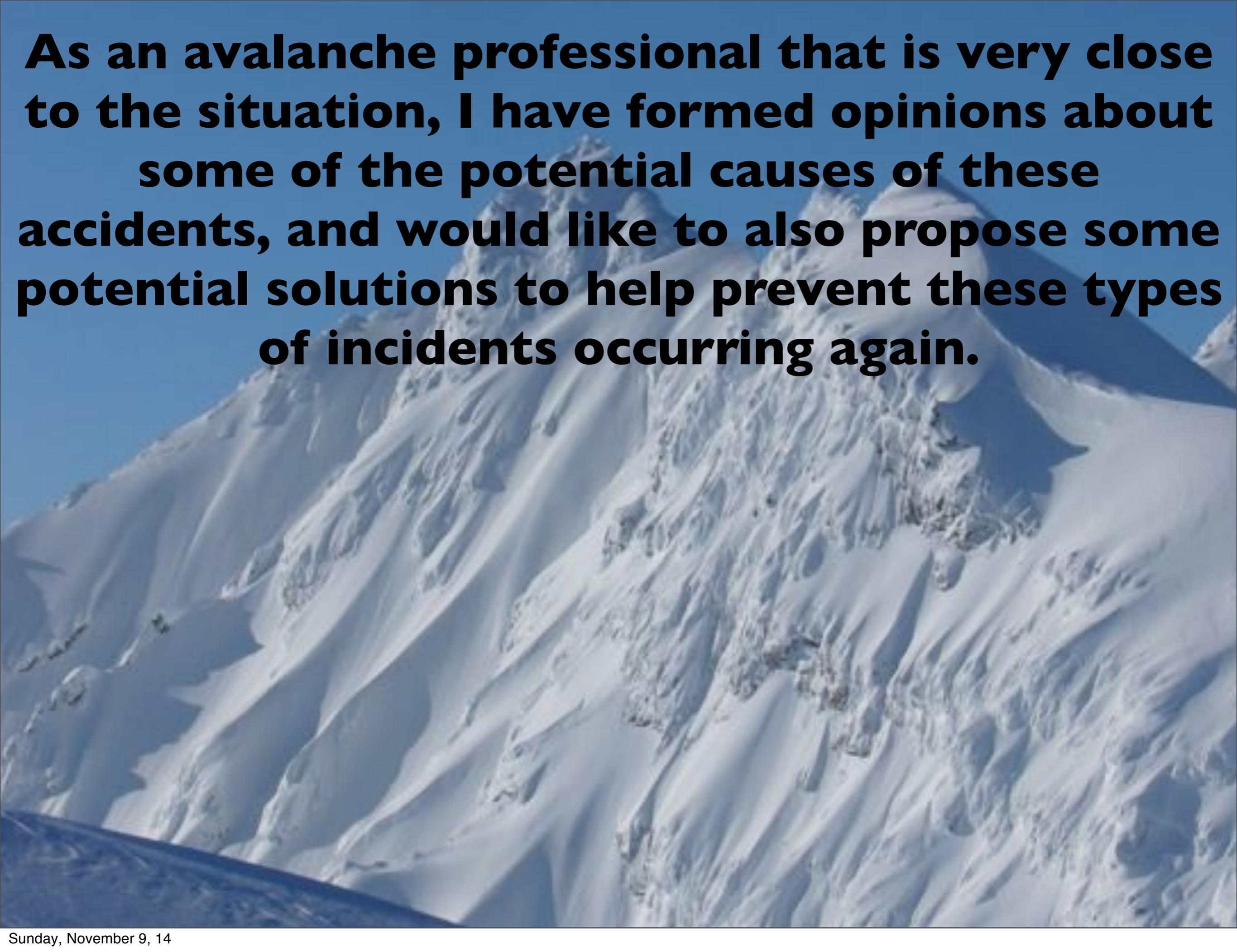


Christian Cabanilla

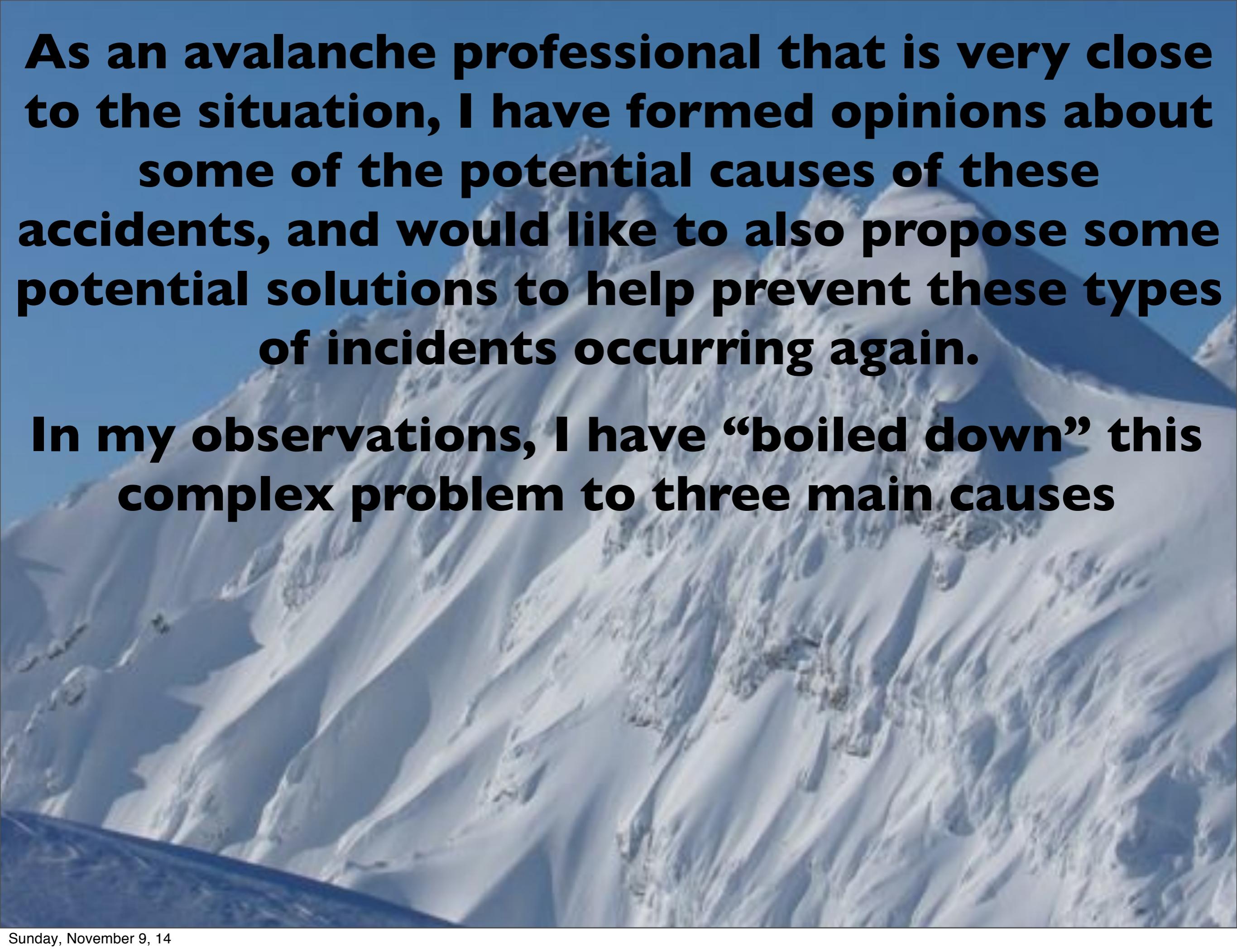


Aaron Karitis



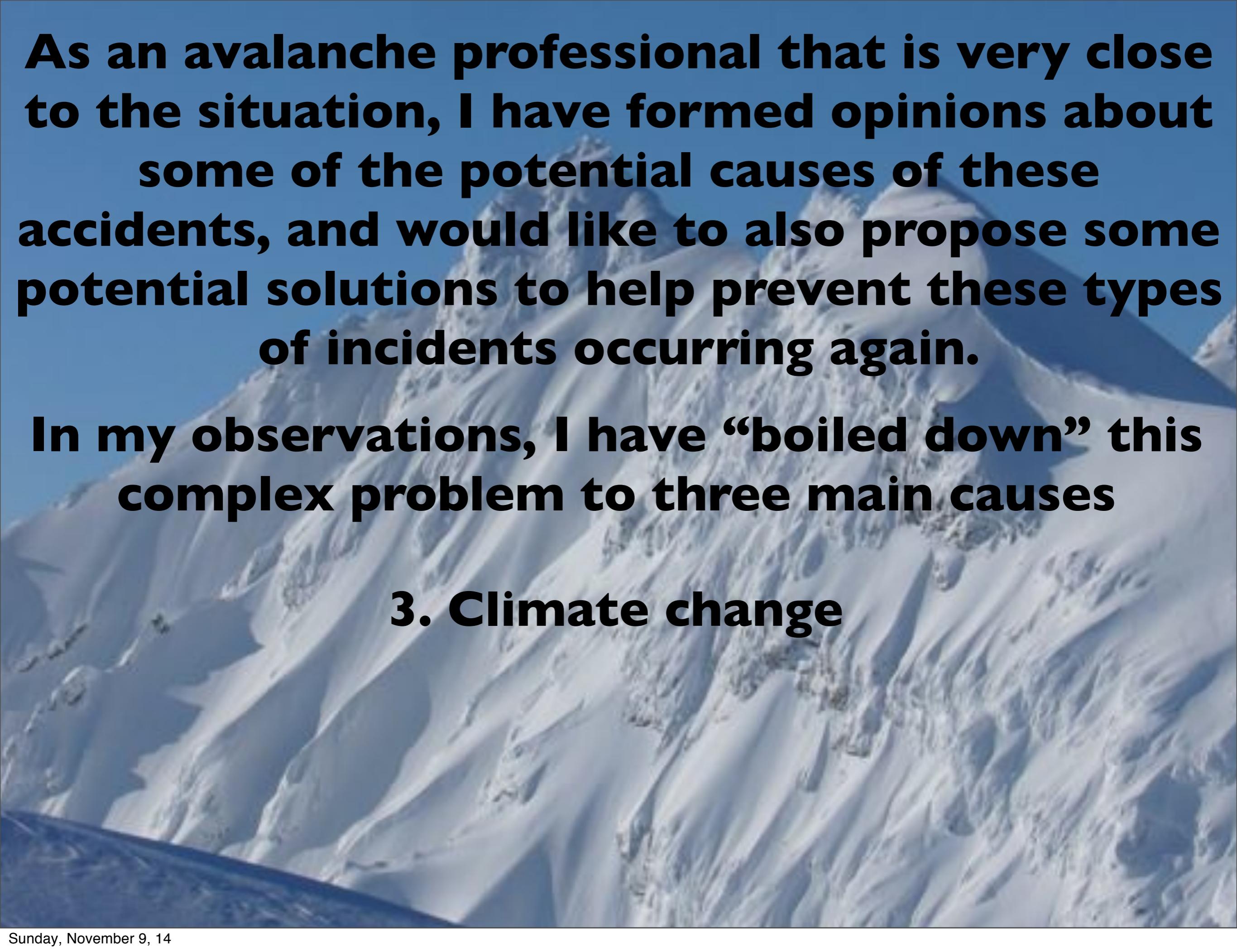
A large, rugged mountain peak with deep snow and rocky terrain under a clear blue sky.

As an avalanche professional that is very close to the situation, I have formed opinions about some of the potential causes of these accidents, and would like to also propose some potential solutions to help prevent these types of incidents occurring again.



As an avalanche professional that is very close to the situation, I have formed opinions about some of the potential causes of these accidents, and would like to also propose some potential solutions to help prevent these types of incidents occurring again.

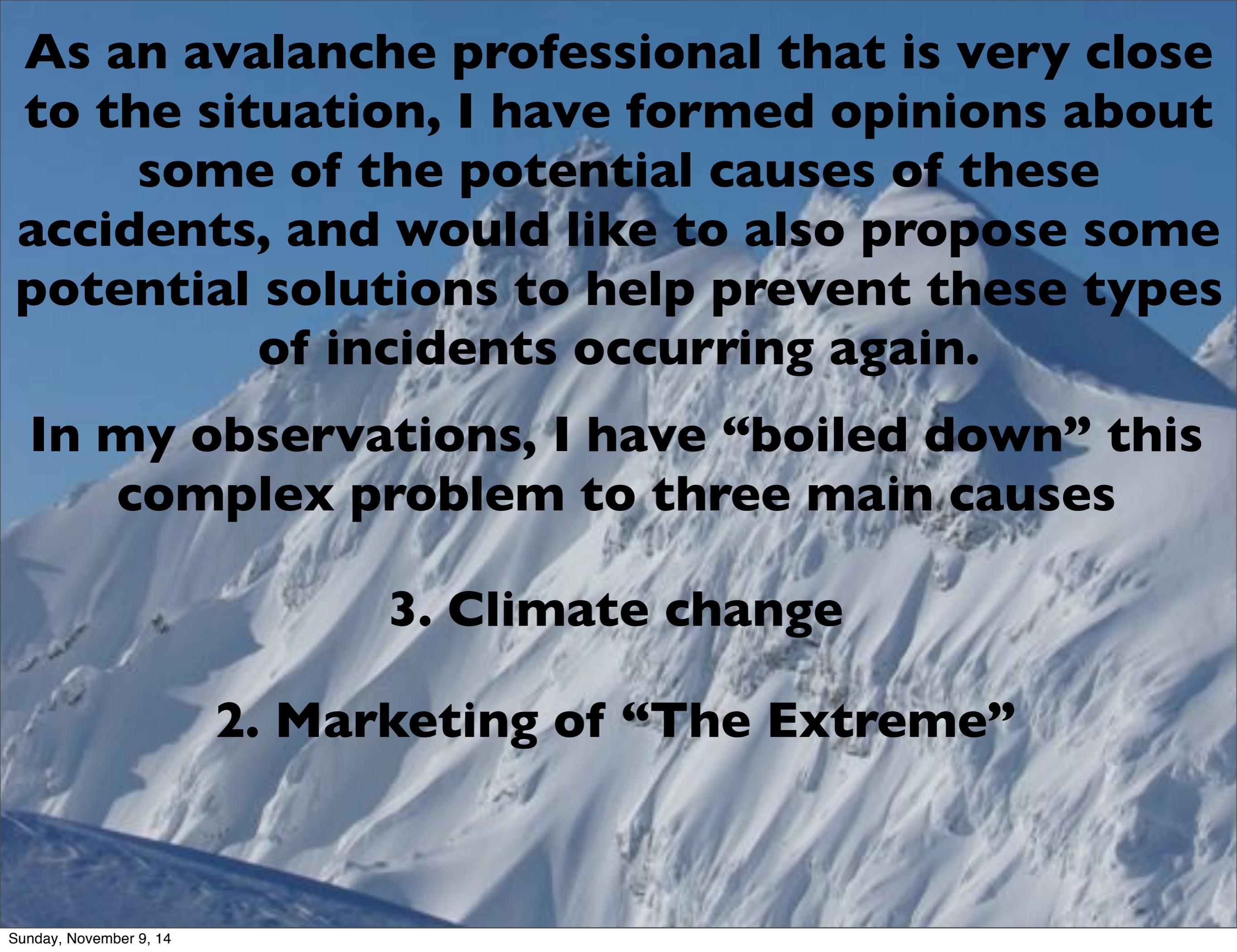
In my observations, I have “boiled down” this complex problem to three main causes



As an avalanche professional that is very close to the situation, I have formed opinions about some of the potential causes of these accidents, and would like to also propose some potential solutions to help prevent these types of incidents occurring again.

In my observations, I have “boiled down” this complex problem to three main causes

3. Climate change

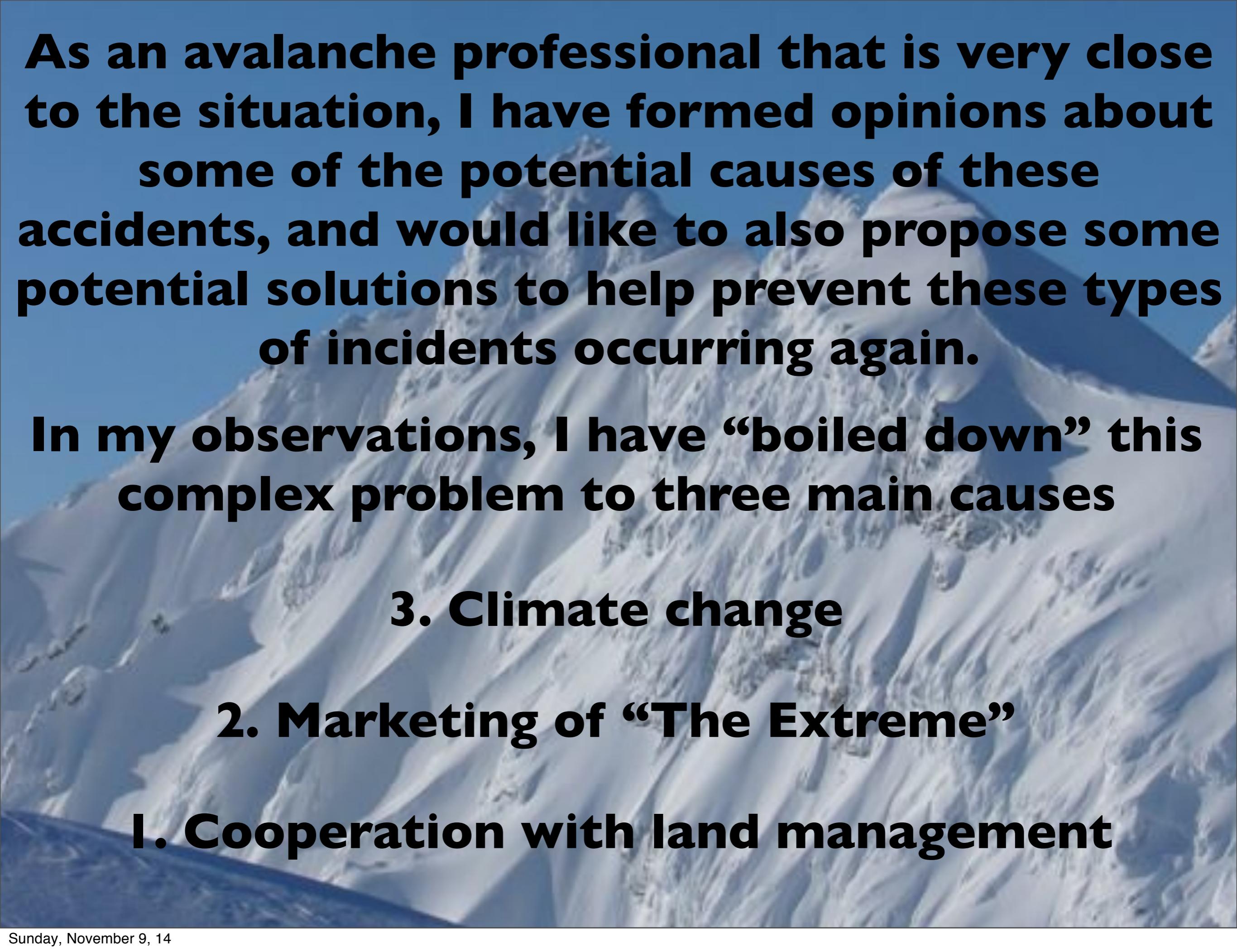


As an avalanche professional that is very close to the situation, I have formed opinions about some of the potential causes of these accidents, and would like to also propose some potential solutions to help prevent these types of incidents occurring again.

In my observations, I have “boiled down” this complex problem to three main causes

3. Climate change

2. Marketing of “The Extreme”



As an avalanche professional that is very close to the situation, I have formed opinions about some of the potential causes of these accidents, and would like to also propose some potential solutions to help prevent these types of incidents occurring again.

In my observations, I have “boiled down” this complex problem to three main causes

3. Climate change

2. Marketing of “The Extreme”

I. Cooperation with land management

Tertiary concern: Climate Change





Tertiary concern: Climate Change



Tertiary concern: Climate Change

As climate change progresses, we can expect to see more extreme seasonal events at both ends of the spectrum, record warm years, and record deep snowfalls.

Tertiary concern: Climate Change

As climate change progresses, we can expect to see more extreme seasonal events at both ends of the spectrum, record warm years, and record deep snowfalls.

Along with extreme seasonal events on the macro-scale, we can expect to see more pronounced occurrences on the meso and micro-scale as well, in the form of anomalies such as more pronounced and persistent weak layers within our snowpack and differing conditions from the “historical norms”

2012



The Cordova “Snowpocalypse” of 2012

2012



Heavy Snowfall for Valdez

WINTER STORM WARNING FOR HEAVY SNOW

Snow will be heavy at times in Valdez through Friday morning.

Storm total accumulation will range from 20 to 30 inches.

Top 5 Snowfall Measured in December Valdez, Alaska

	Snow (Inches)	Year
1.	152.2	2011
2.	137.1	1991
3.	124.5	1994
4.	123.3	1989
5.	110.0	1988

Heavy
Snow

Heavy
Snow

- The current snow depth (snow on the ground) is 68 inches
- The record snowfall for the season is 560 inches set in 1989-1990
- The 2011-2012 season is on pace with the record season with 246.6 inches measured as of 2 pm January 5, 2012

- ◆ The Average Snowfall for December is 71.9 inches
- ◆ The Average Seasonal Snowfall in Valdez is 321.1 inches

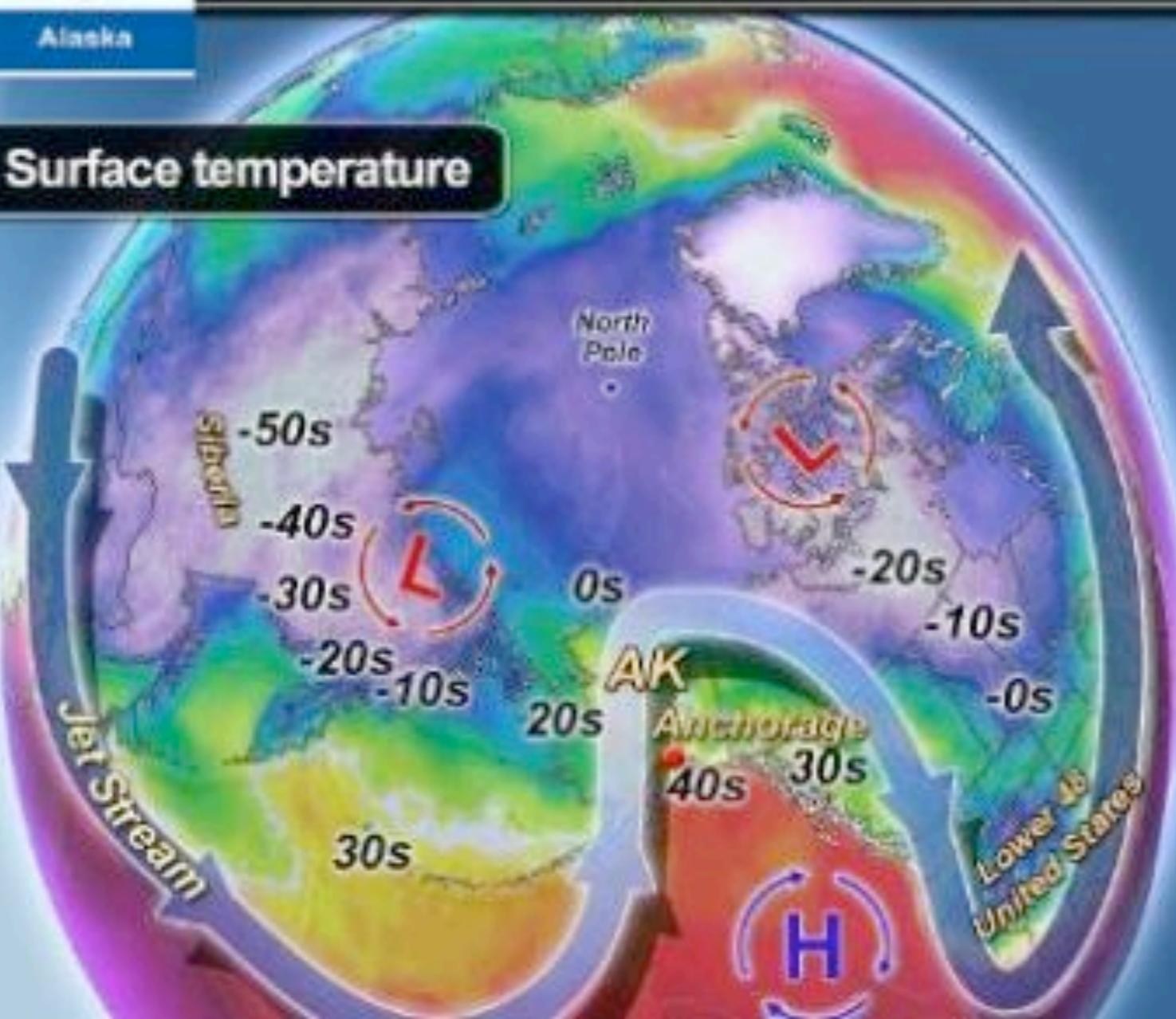
2014



Where is Winter's cold? Not in most of Alaska

Alaska

Surface temperature



This weekend, a large ridge in the Jet Stream over the North Pacific helped warm, wet air move North into Alaska.

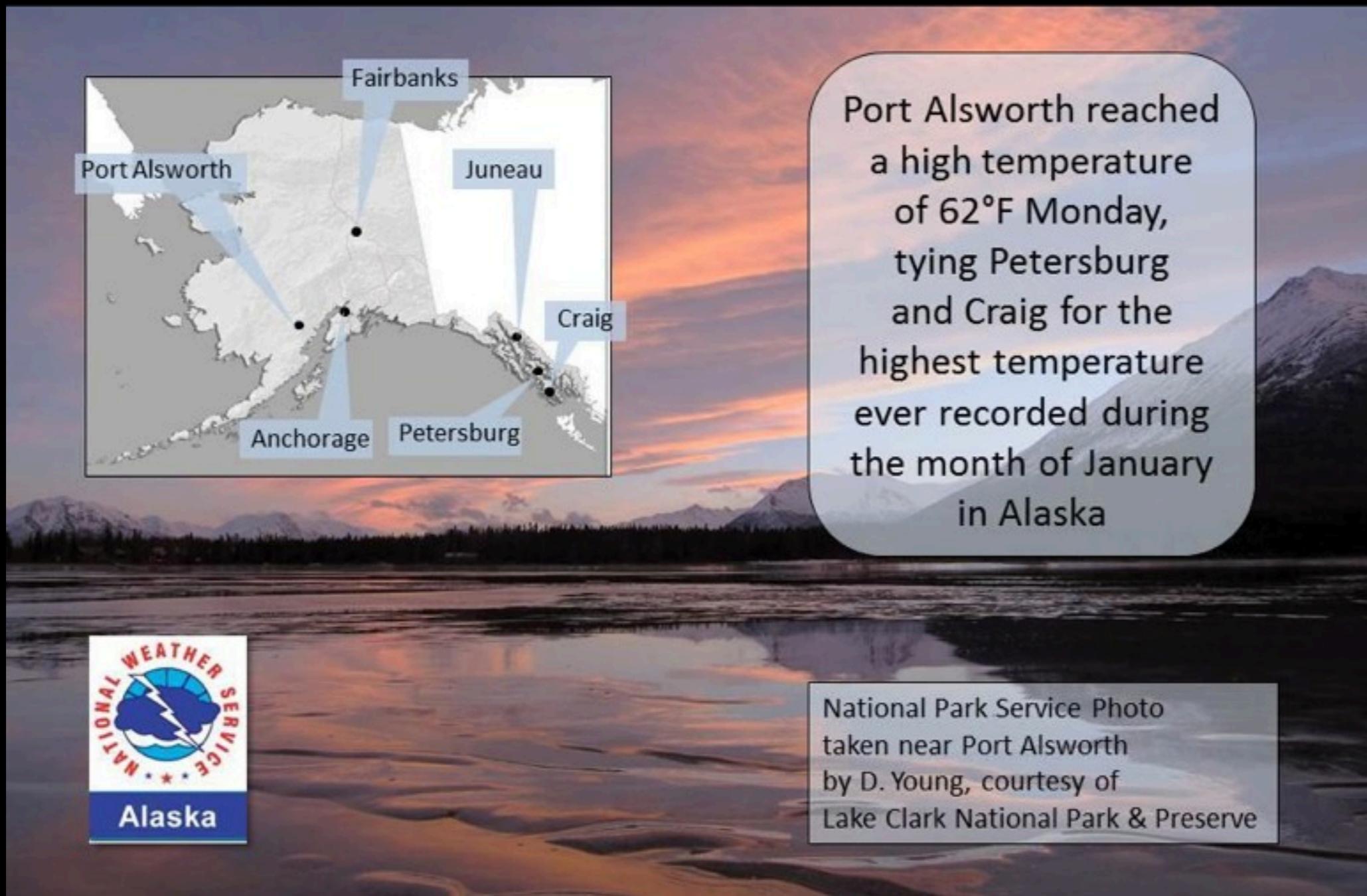
In addition to the warm air blown in, downsloping winds have created even warmer temperatures over places like Anchorage as the air descends the slopes and warms through compression of the air molecules.

The warmup ends today.

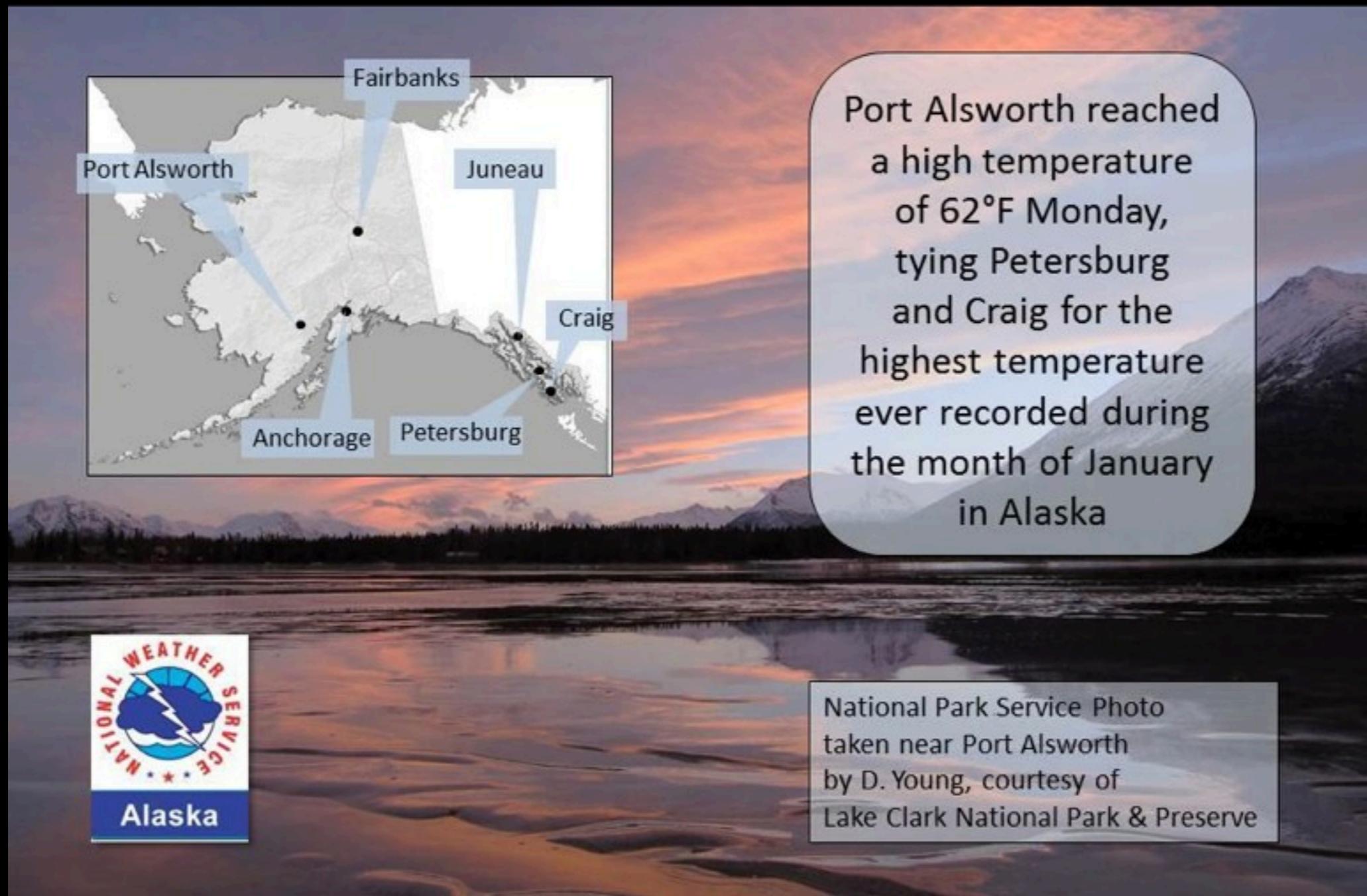
weather.gov/Anchorage

The famed Alaska “Sucker Punch”

Alaska Ties All-Time January Record High



Alaska Ties All-Time January Record High



In the Chilkat Range and many other places, this “tropical sucker punch” resulted in a rain crust that was present at the highest elevations and persisted till late April causing considerable PWL concerns.



It is suspected that events that create PWL's such as surface hoar which are often limited by aspect or elevation may become more pronounced and carry across greater elevation spans

It is suspected that events that create PWL's such as surface hoar which are often limited by aspect or elevation may become more pronounced and carry across greater elevation spans

1.5cm Surface Hoar in the Chilkat Range 2014

Some possible Solutions to the problem of Climate Change for the AK Heli ski industry:

Some possible Solutions to the problem of Climate Change for the AK Heli ski industry:

Success breeds complacency.

Complacency breeds failure. Only the paranoid survive.

Andy Grove

Forecasters and guides need to avoid steps one & two of the “Risky Procedures” Cycle and “break the chain”



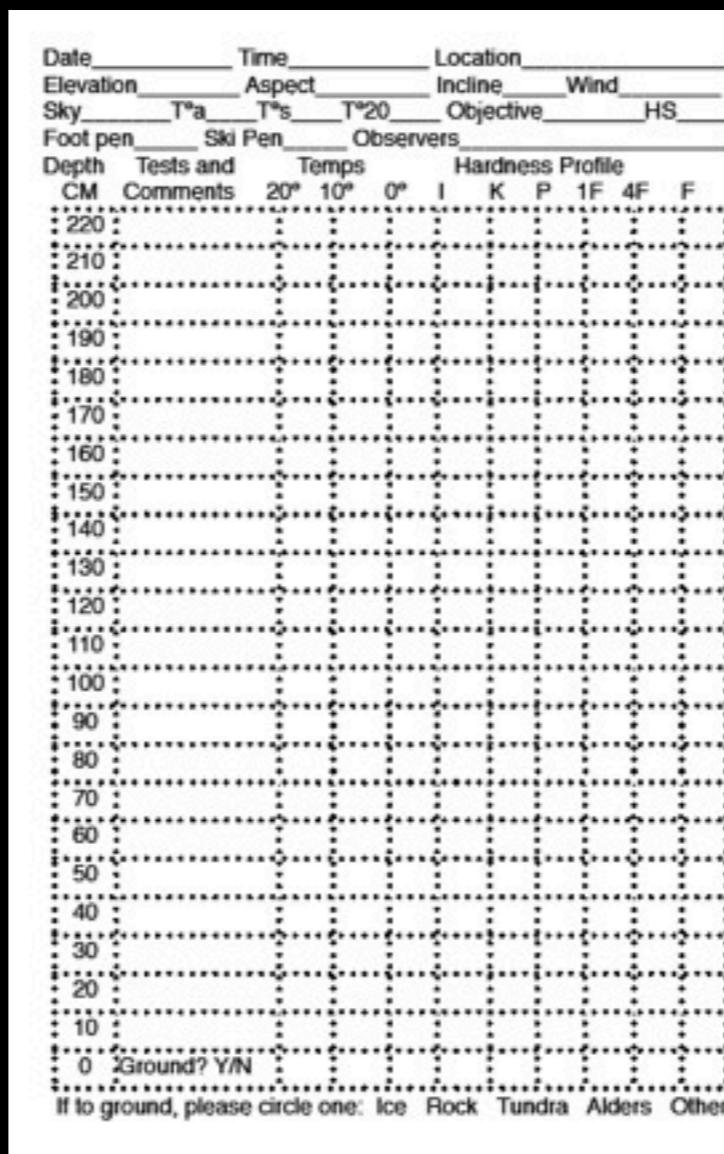
Forecasters and guides need to avoid steps one & two of the “Risky Procedures” Cycle and “break the chain”



Forecasters and guides need to avoid steps one & two of the “Risky Procedures” Cycle and “break the chain”

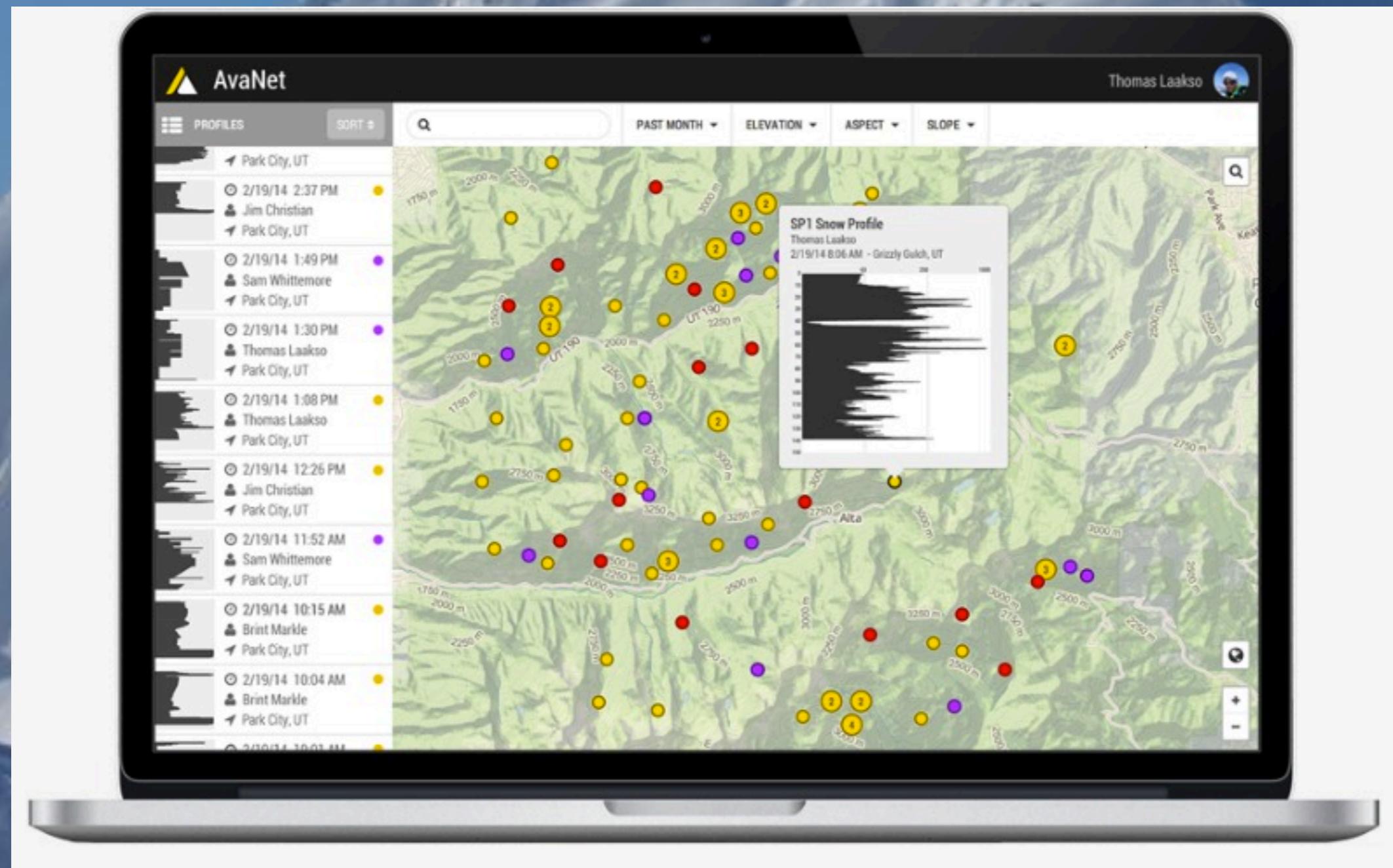


Concise documentation:



At Alaska Heliskiing, we have adopted a program where every guide in the field completes a two sided worksheet, this allows for critical review of conditions observed, concise documentation and the ability to share information efficiently.

Increased information sharing between operators and forecasters is an important step towards improving forecasts, enhancing safety and avoiding complacency as climate change progresses



Avoid complacency by seeking opinions of others, concise record keeping, sharing information, being self critical of decisions and self aware of habits





Secondary Problem - Marketing of “The Extreme”



Secondary Problem - Marketing of “The Extreme”

Every guide and guide service attempts to educate their guests on the topics of mountain safety, situational awareness, conservative attitude and general mountain sense. Unfortunately they only have a brief amount of time to do this.

Secondary Problem - Marketing of “The Extreme”

Every guide and guide service attempts to educate their guests on the topics of mountain safety, situational awareness, conservative attitude and general mountain sense.

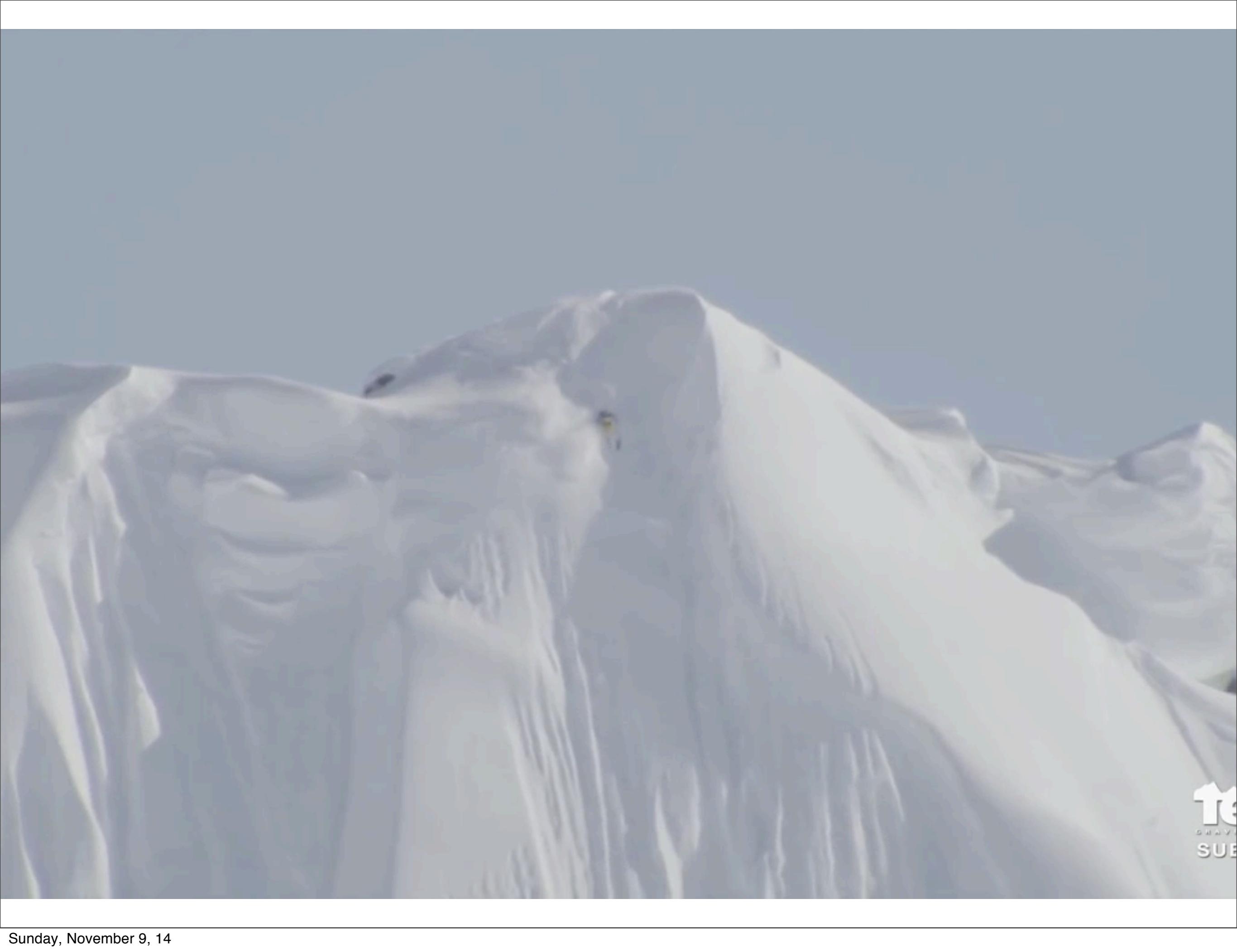
Unfortunately they only have a brief amount of time to do this.

Conversely, guests are bombarded all year long with images and product marketing that counter the message of being conservative and glamorize risk taking behavior

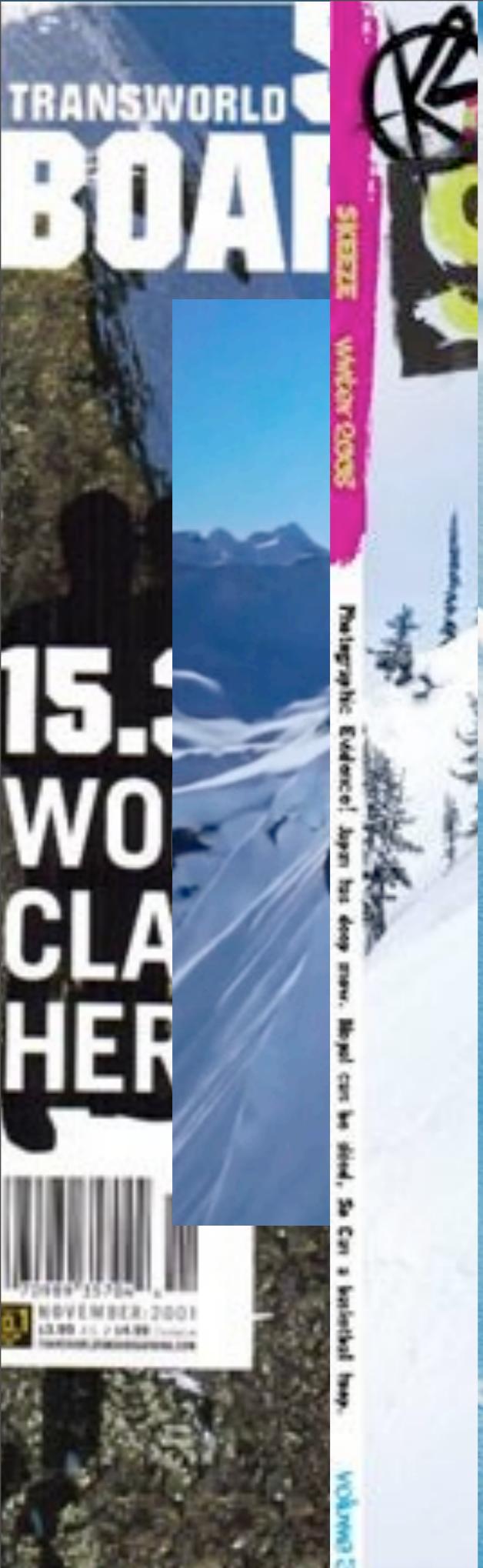




TE
GRAVITY
SUB



TE
GRAM
SUB





It is very difficult, perhaps impossible, for a guide to counter this constant message of aggressive mountain behavior with the limited amount of time they spend with a guest.



OPES



**TOP
SPECIAL**

ultimate
with our
able guide

PHOTOGRAPHY JORDAN MANLEY
RIDER CHAD SAYERS

November 2010 £3.99



72592041



It is very difficult, perhaps impossible, for a guide to counter this constant message of aggressive mountain behavior with the limited amount of time they spend with a guest.

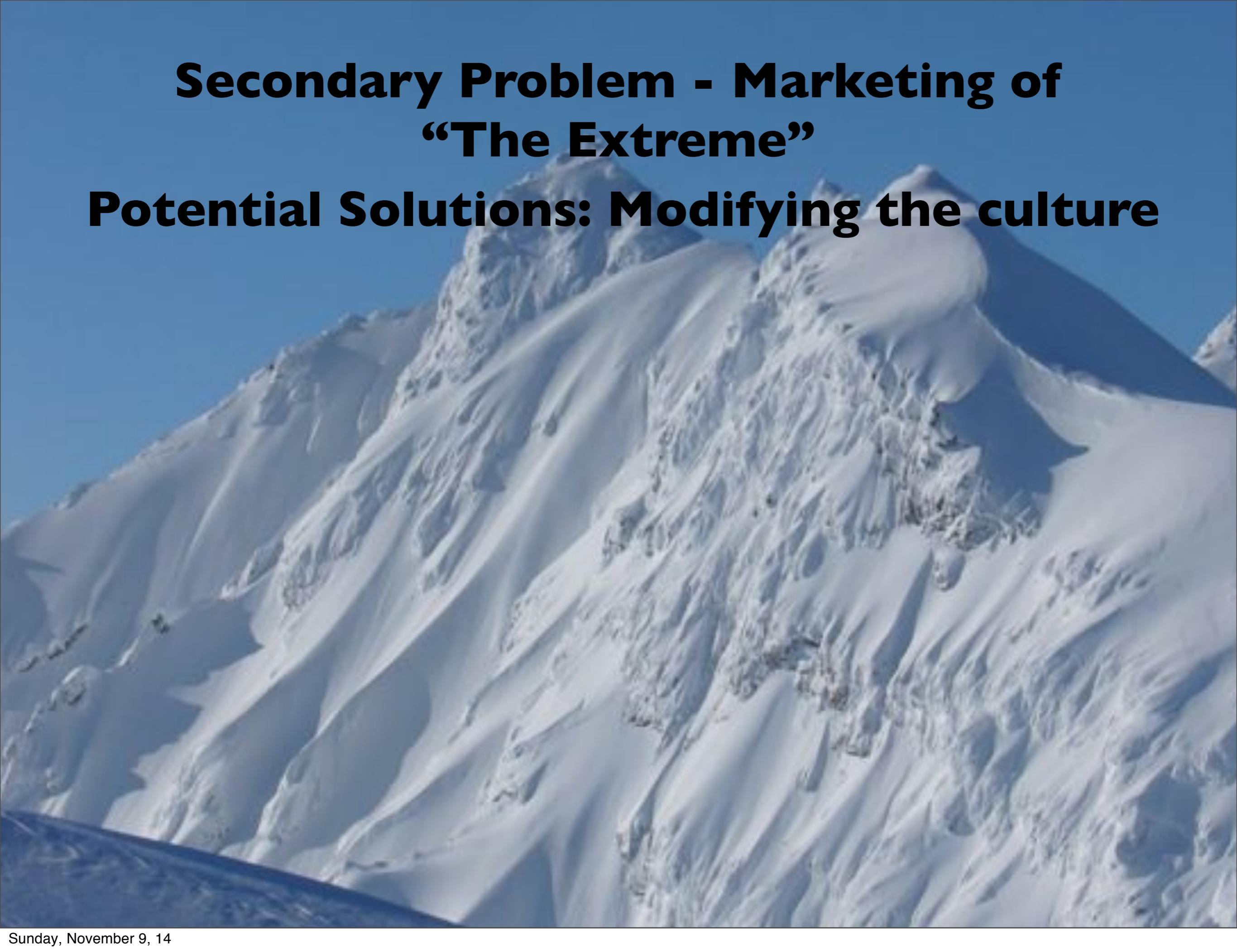
The appropriate message can be conveyed effectively however, if the entire industry decides to do so





Secondary Problem - Marketing of “The Extreme”

Potential Solutions: Modifying the culture



Secondary Problem - Marketing of “The Extreme”

Potential Solutions: Modifying the culture

By encouraging and enabling gear manufacturers, media outlets and industry representatives to adopt an attitude fostering recreationalist responsibility, we as a society can enhance avalanche safety not only for the recreating public but also for professional guides, guide services and rescue organizations.

Secondary Problem - Marketing of “The Extreme”

Potential Solutions: Modifying the culture

By encouraging and enabling gear manufacturers, media outlets and industry representatives to adopt an attitude fostering recreationalist responsibility, we as a society can enhance avalanche safety not only for the recreating public but also for professional guides, guide services and rescue organizations.

Can we as a society shift our culture so responsibility is as attractive as risk taking?

Leave No Trace Principles
the framework of Leave No Trace's message:

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors

For more information contact:
Leave No Trace or Osprey Packs
www.lnt.org www.osprey-packs.com







PROJECT zero

ZERO AVALANCHE FATALITIES



liberty



Campaign Overview



Phase 1

Coalition Building, Research, & Campaign Strategy

- Commit leadership, advisory group, and partners.
- Secure funding.
- Plan next steps in proportion to funding.
- Research target market attitudes related to avalanche safety and decision making.
- Convene stakeholder leadership.
- Build Strategy for modifying cultural norms around backcountry decisions.
- Focus test strategies and messages with target market.

Phase 2

Campaign Design

- Brand Project Zero logo, central and supporting messages.
- Develop initial content.
 - PSA's
 - Web Portal
 - POP collateral, hangtags, stickers
 - Social Media
 - Signage
- Outreach stakeholders, collaborate on message integration and distribution.
- Launch campaign.

Phase 3

Campaign Maintenance

- Conduct follow-up research to identify shift in attitudes and behavior.
- Evaluate & Adjust campaign as required to maximize successes.
- Develop high-value content
 - Webisodes
 - Integrate into Popular Media
 - School programs

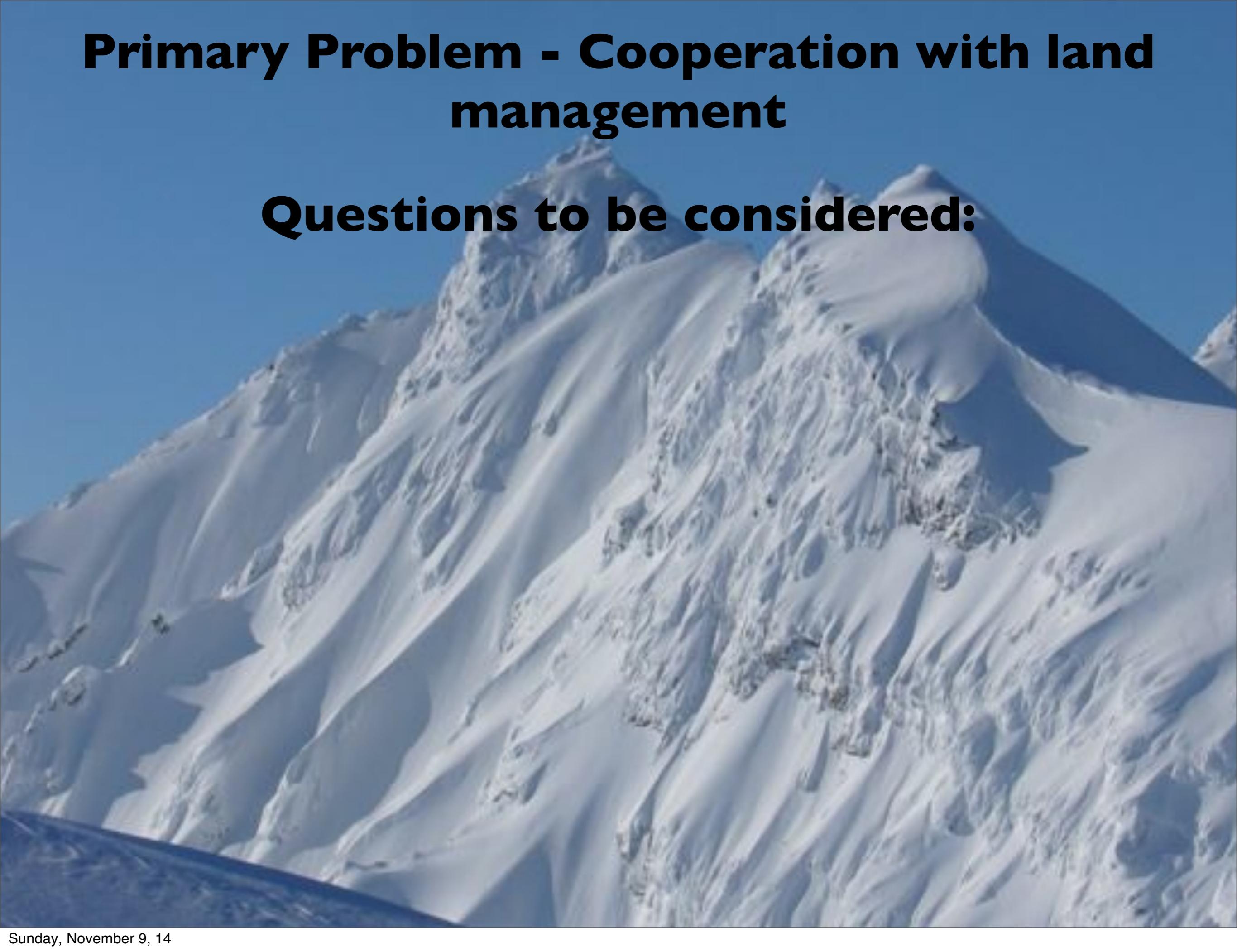


Primary Problem - Cooperation with land management



Primary Problem - Cooperation with land management

Questions to be considered:



Primary Problem - Cooperation with land management

Questions to be considered:

Is there a significant difference between the land management in Valdez, AK vs Haines, AK?

Primary Problem - Cooperation with land management

Questions to be considered:

Is there a significant difference between the land management in Valdez, AK vs Haines, AK?

Is it possible that differing land management approaches can contribute to or detract from safe heli skiing operations?

Primary Problem - Cooperation with land management

Questions to be considered:

Is there a significant difference between the land management in Valdez, AK vs Haines, AK?

Is it possible that differing land management approaches can contribute to or detract from safe heli skiing operations?

How can this be improved upon to enhance safety for this industry and address the concerns of all involved?

Sensational headlines grab attention, and sell copies but, there is often more to the story than the media chooses to reveal or understand

Sensational headlines grab attention, and sell copies but, there is often more to the story than the media chooses to reveal or understand



Most Read ▾ Calendar ▾ Advertise ▾ Classifieds ▾ Mobile Obituaries Customer Service e-Edition Store

Register | Sign In

Alaska Dispatch News



34°F

Anchorage

NEWS POLITICS VOICES ARCTIC CULTURE SPORTS ADVENTURE MULTIMEDIA

Search



Obituaries Anchorage Fairbanks Mat-Su Crime Aviation Business Energy Nation-World Science

Southeast Alaska heli-skiing company used federal land illegally, charges say

Casey Grove | December 31, 2013

Email Print

Like 0

Tweet 0

+1 2

- + Text Size

RELATED NEWS

[One skier killed, another critically injured in Colorado avalanche](#)

[Skier killed in British Columbia avalanche](#)

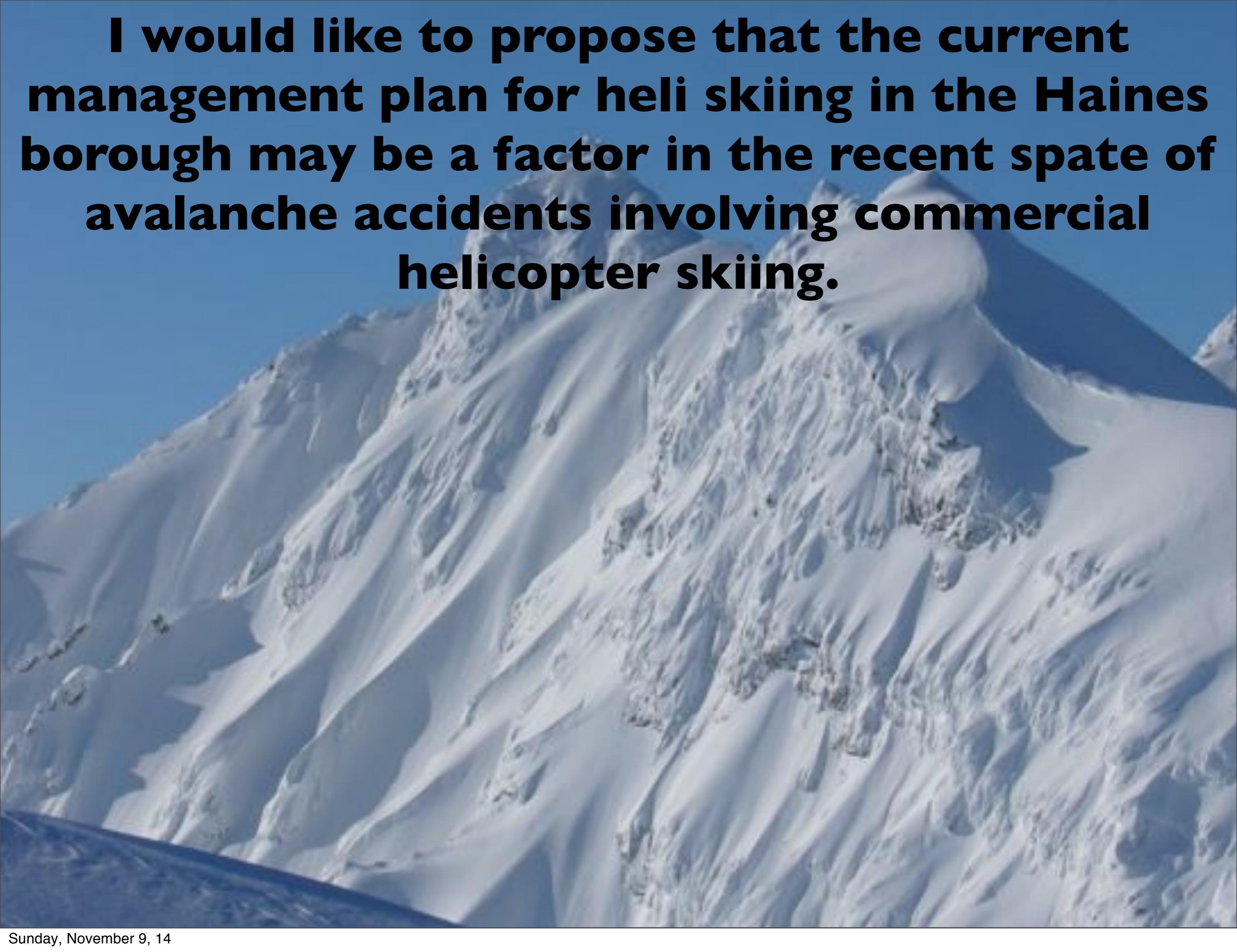
(Reuters) - A heli-skiing guide in Alaska was killed when he fell while traversing over the snow with two clients on a mountain peak outside Haines, one of the nation's top heli-skiing destinations, authorities said on Monday.

Saudi move

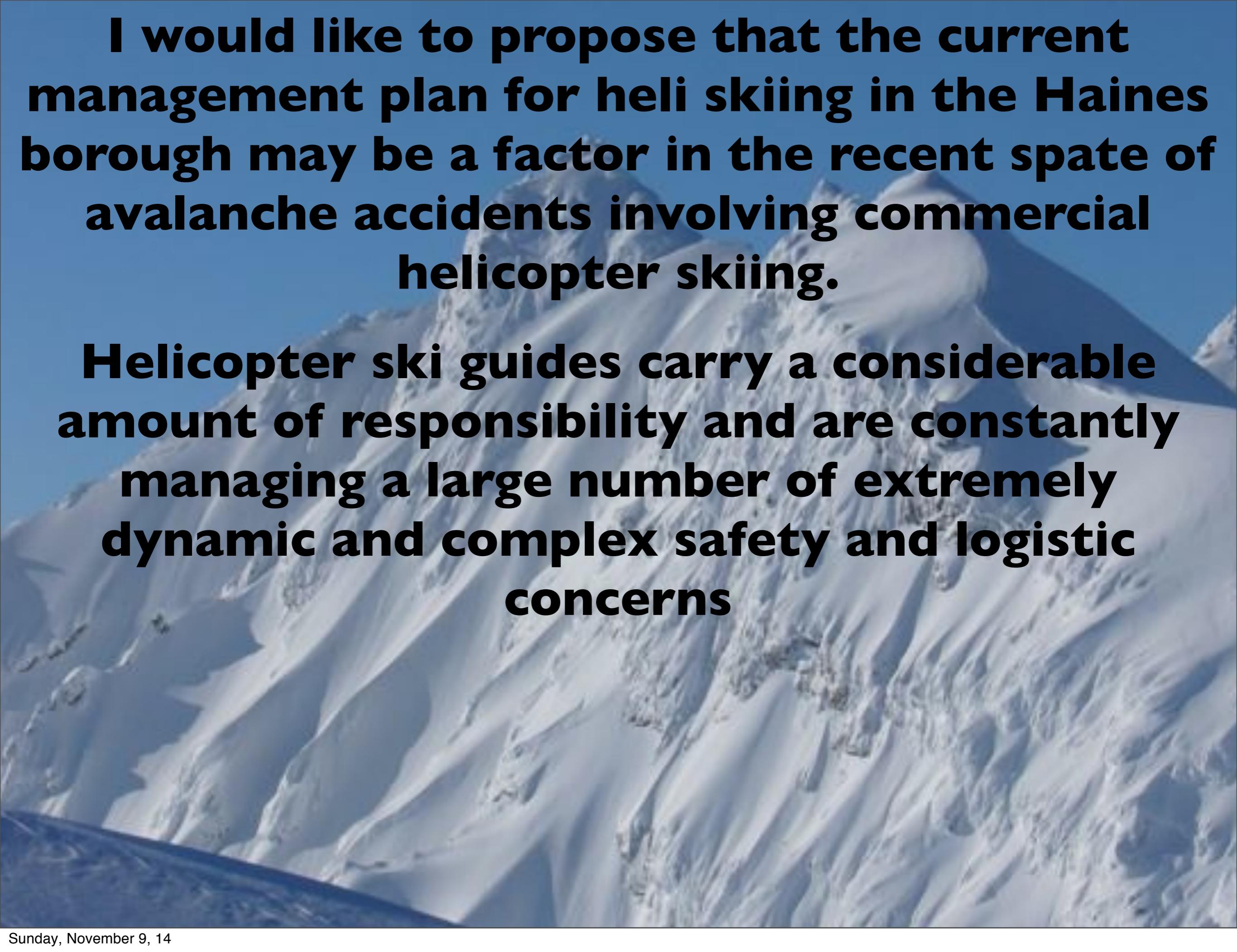
4 [Ford calls back more than 202,000 vehicles in five North American recalls](#)

5 [Pilot actions examined in U.S. crash of Virgin Galactic spacecraft | VIDEO](#)



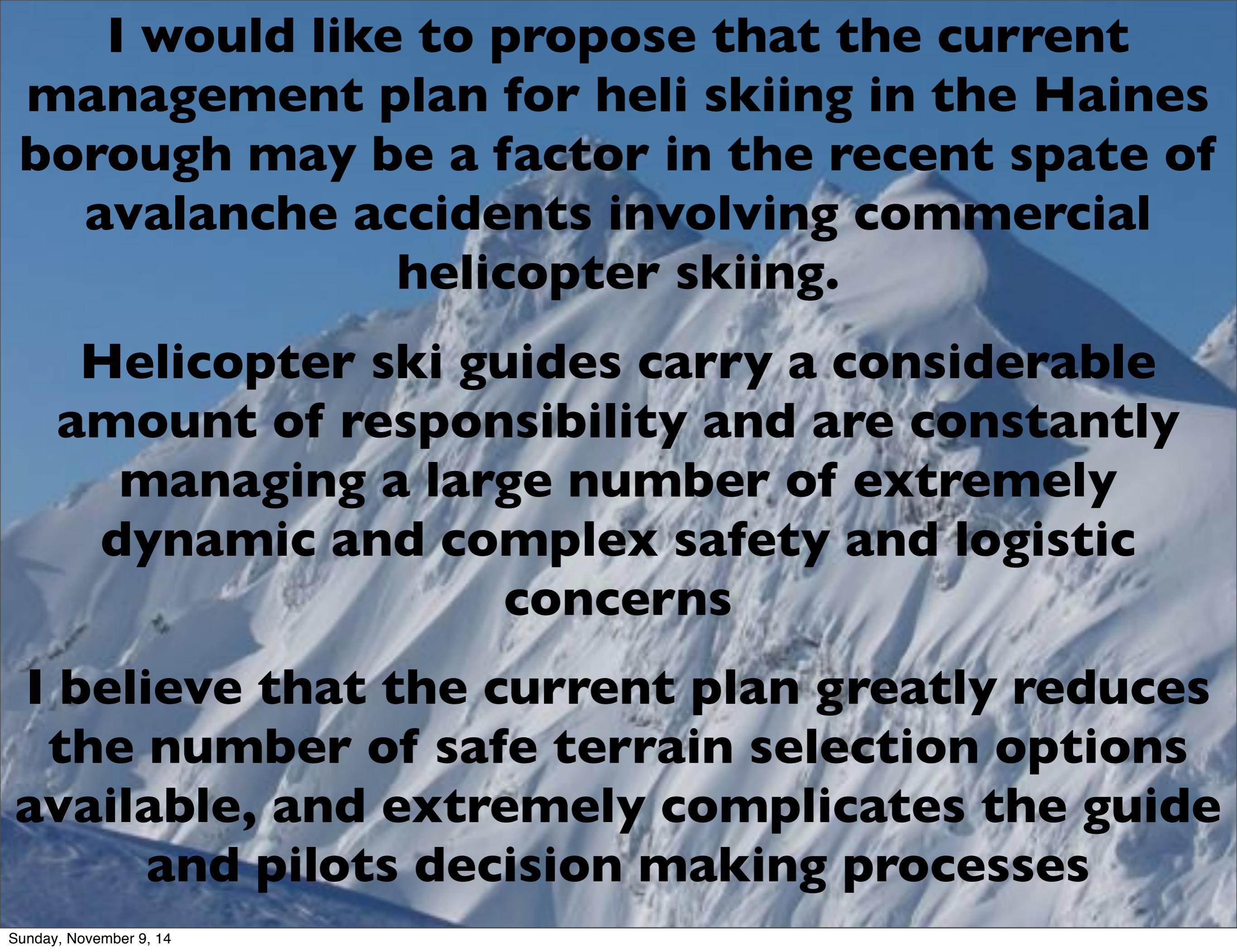


I would like to propose that the current management plan for heli skiing in the Haines borough may be a factor in the recent spate of avalanche accidents involving commercial helicopter skiing.



I would like to propose that the current management plan for heli skiing in the Haines borough may be a factor in the recent spate of avalanche accidents involving commercial helicopter skiing.

Helicopter ski guides carry a considerable amount of responsibility and are constantly managing a large number of extremely dynamic and complex safety and logistic concerns

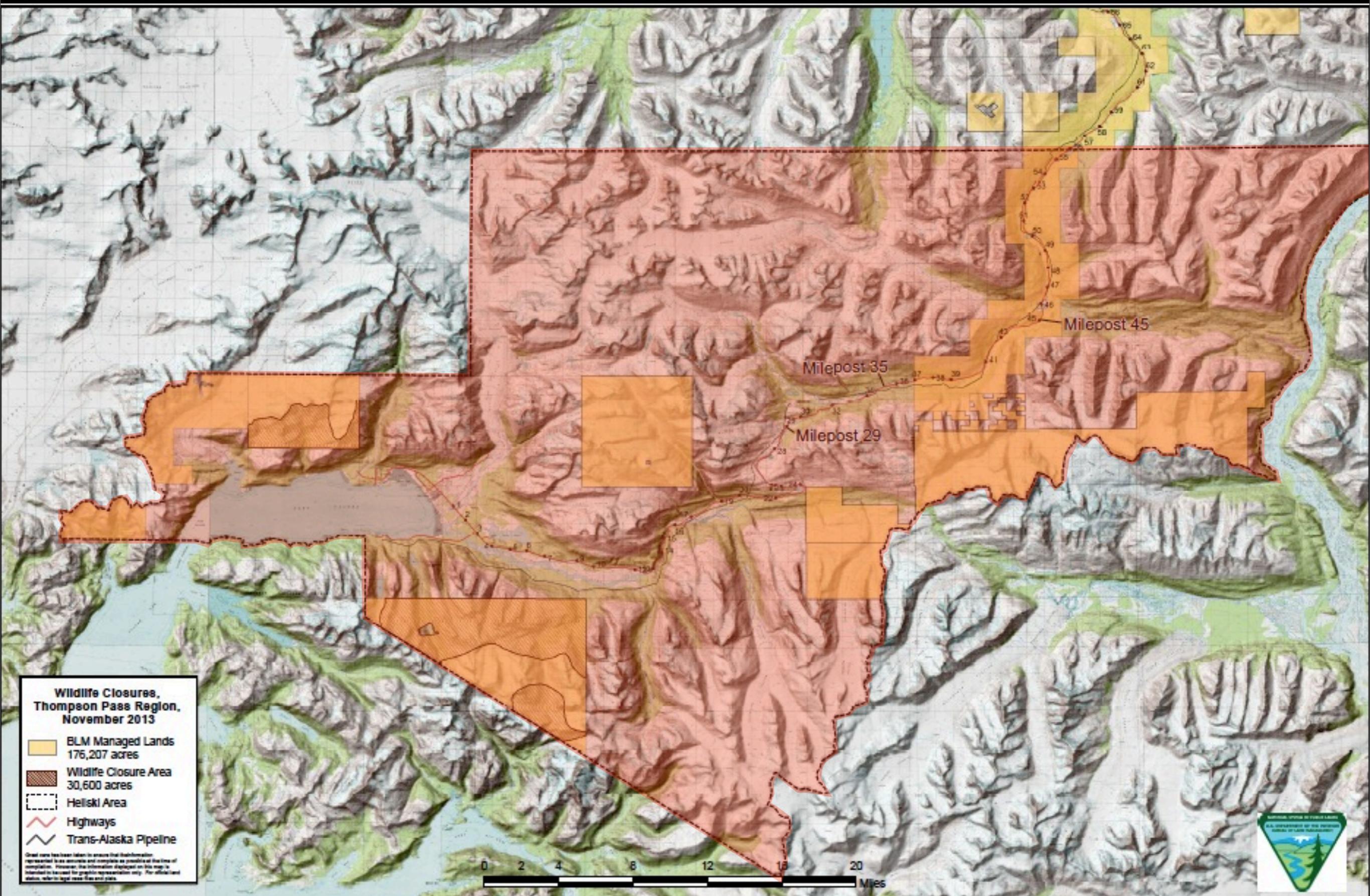


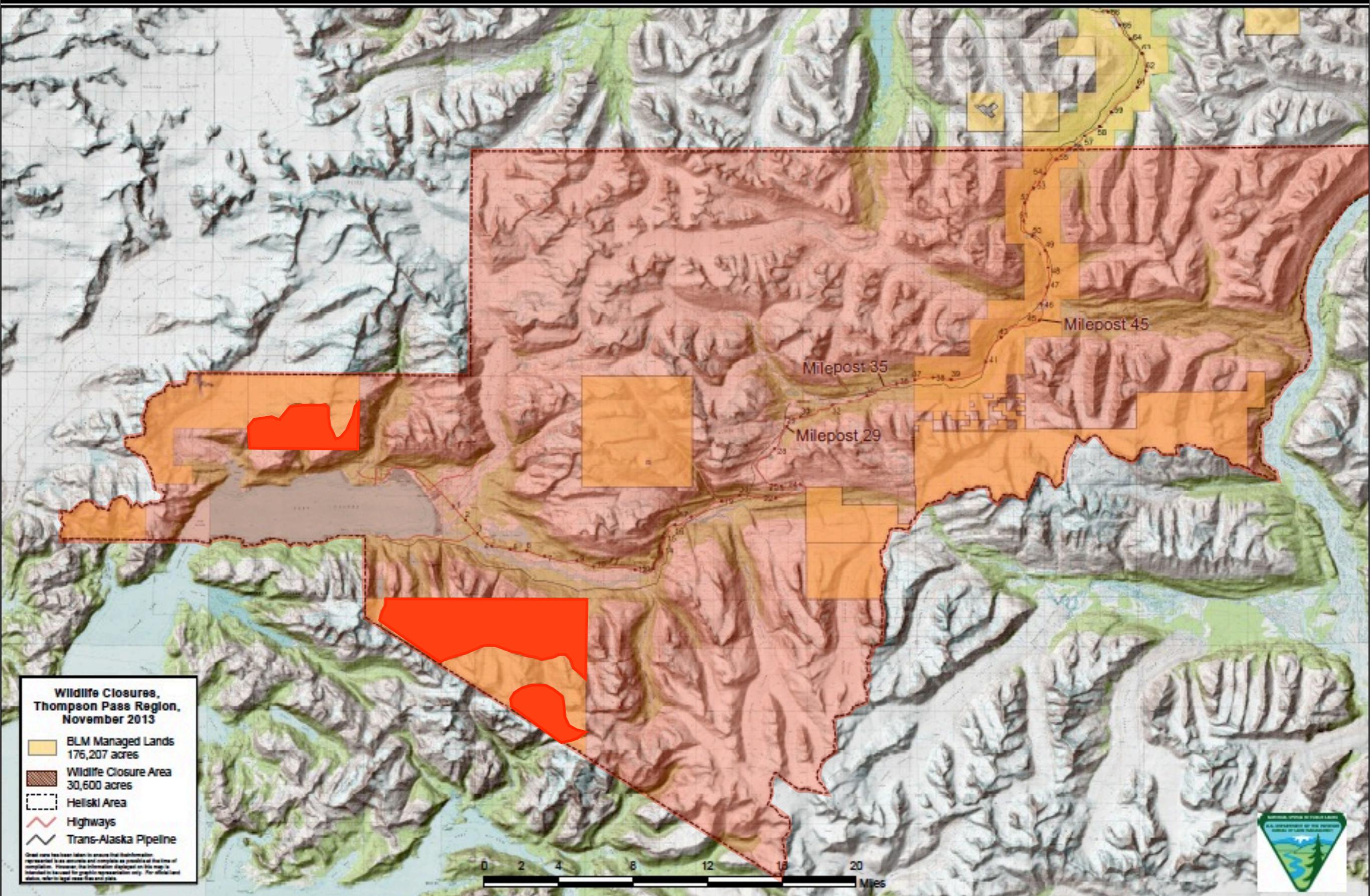
I would like to propose that the current management plan for heli skiing in the Haines borough may be a factor in the recent spate of avalanche accidents involving commercial helicopter skiing.

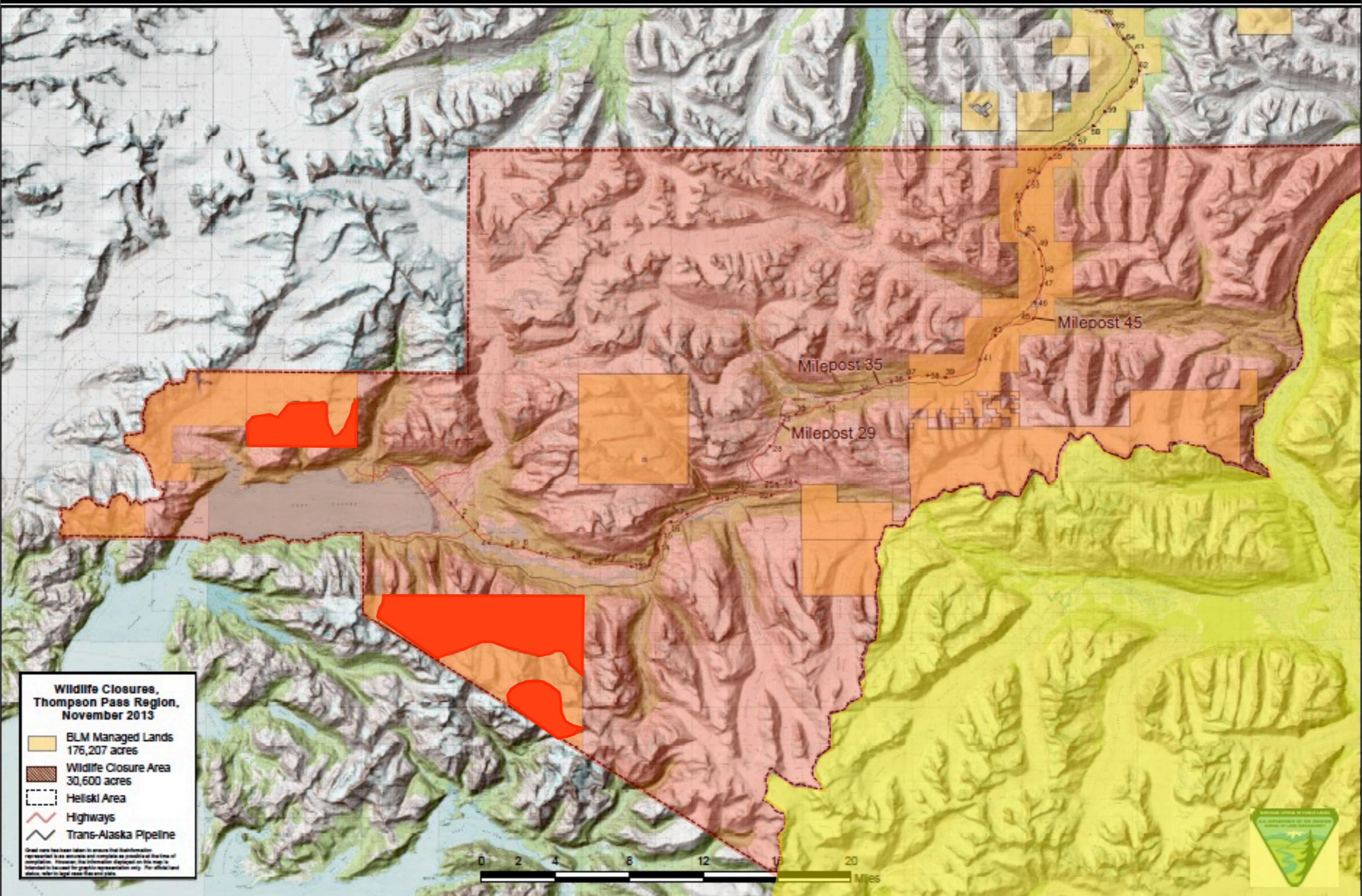
Helicopter ski guides carry a considerable amount of responsibility and are constantly managing a large number of extremely dynamic and complex safety and logistic concerns

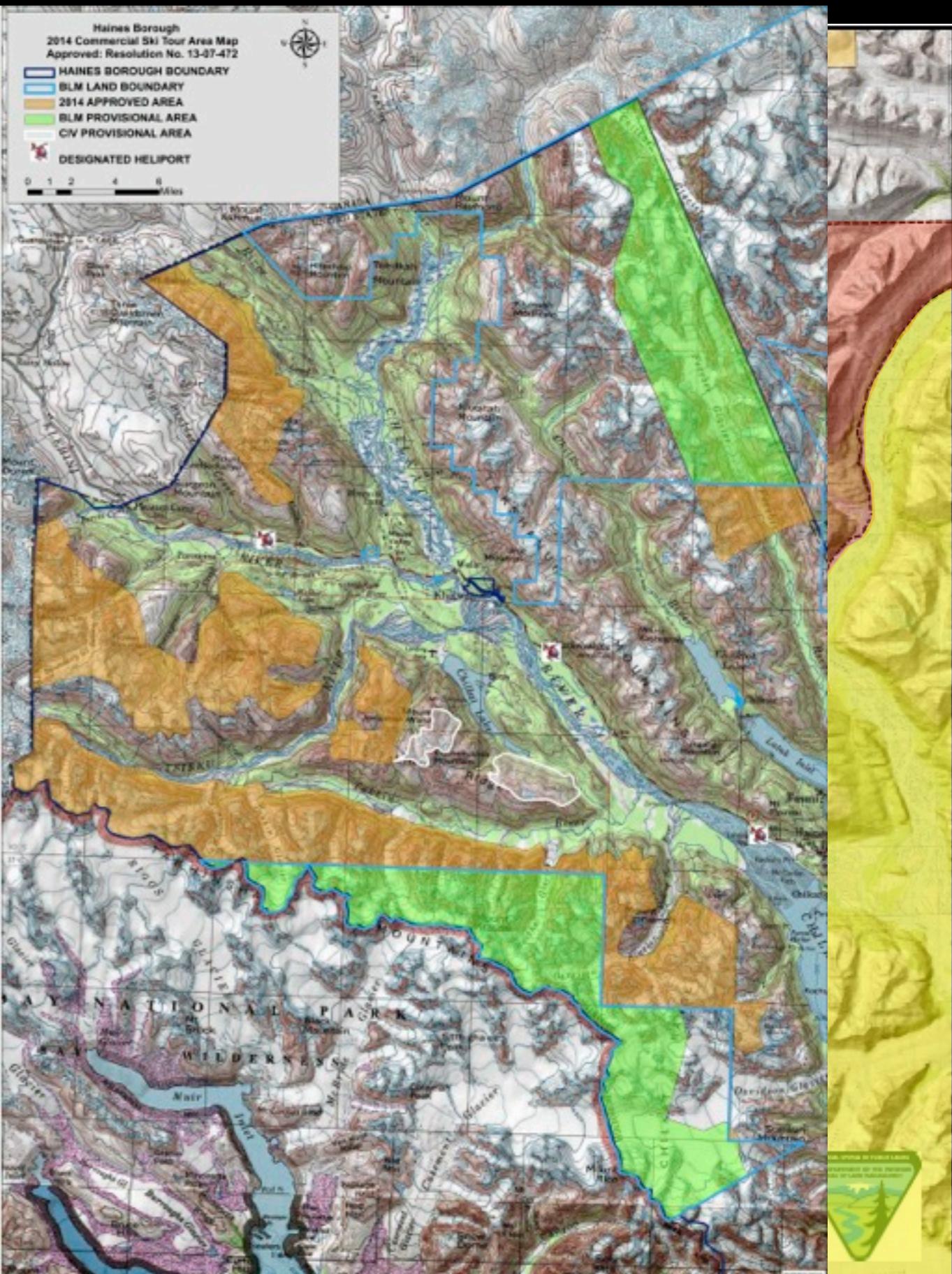
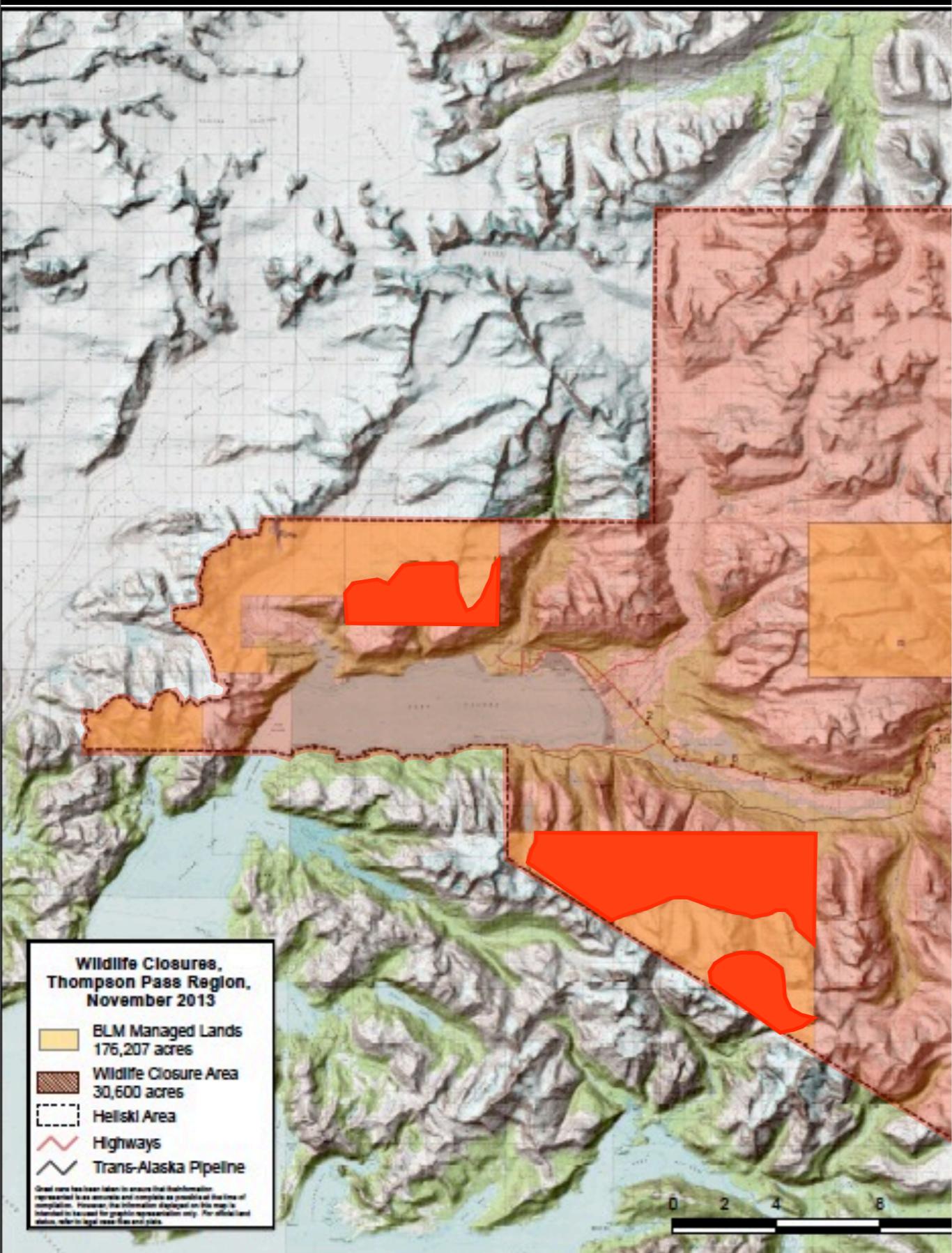
I believe that the current plan greatly reduces the number of safe terrain selection options available, and extremely complicates the guide and pilots decision making processes

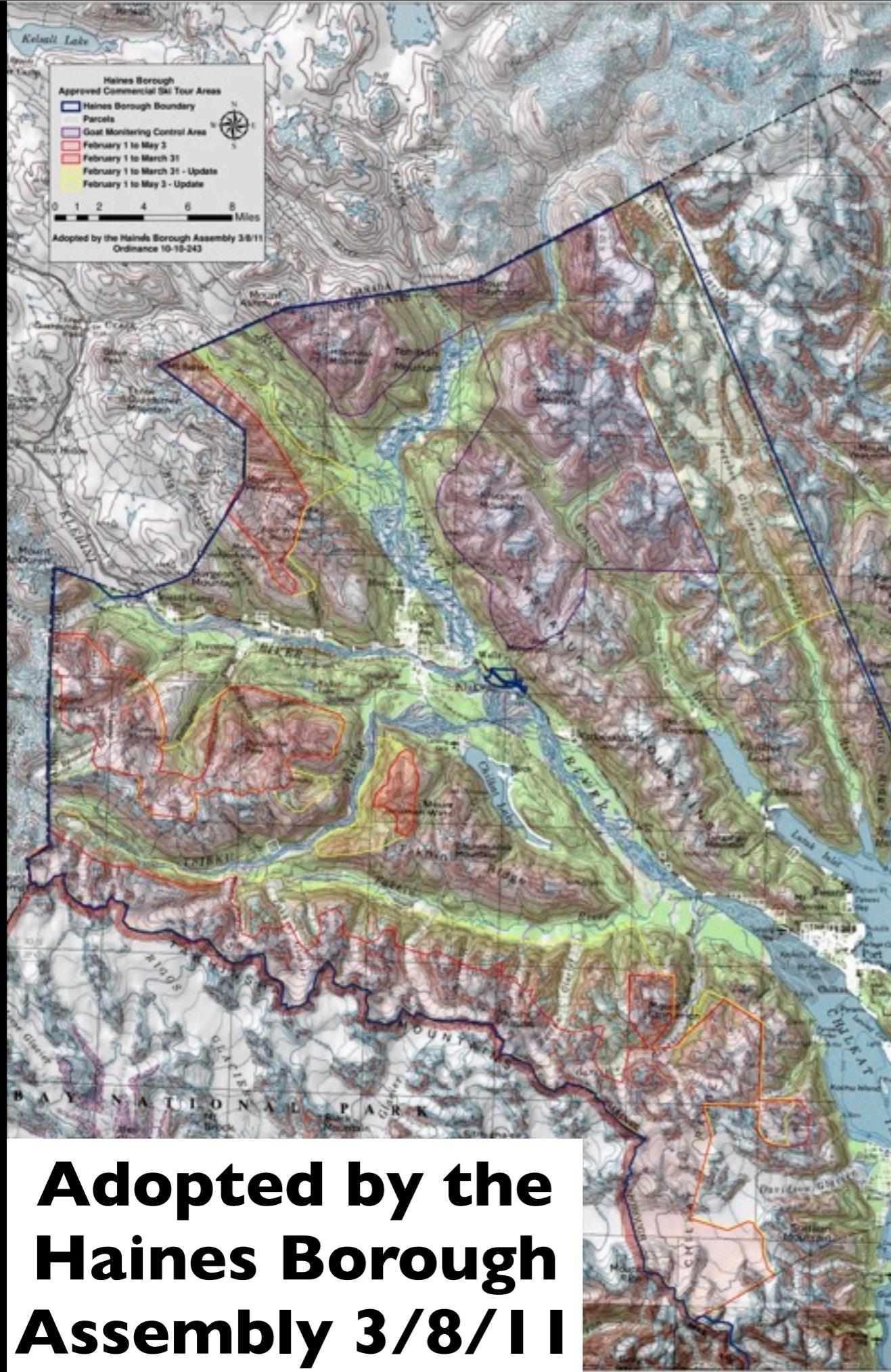




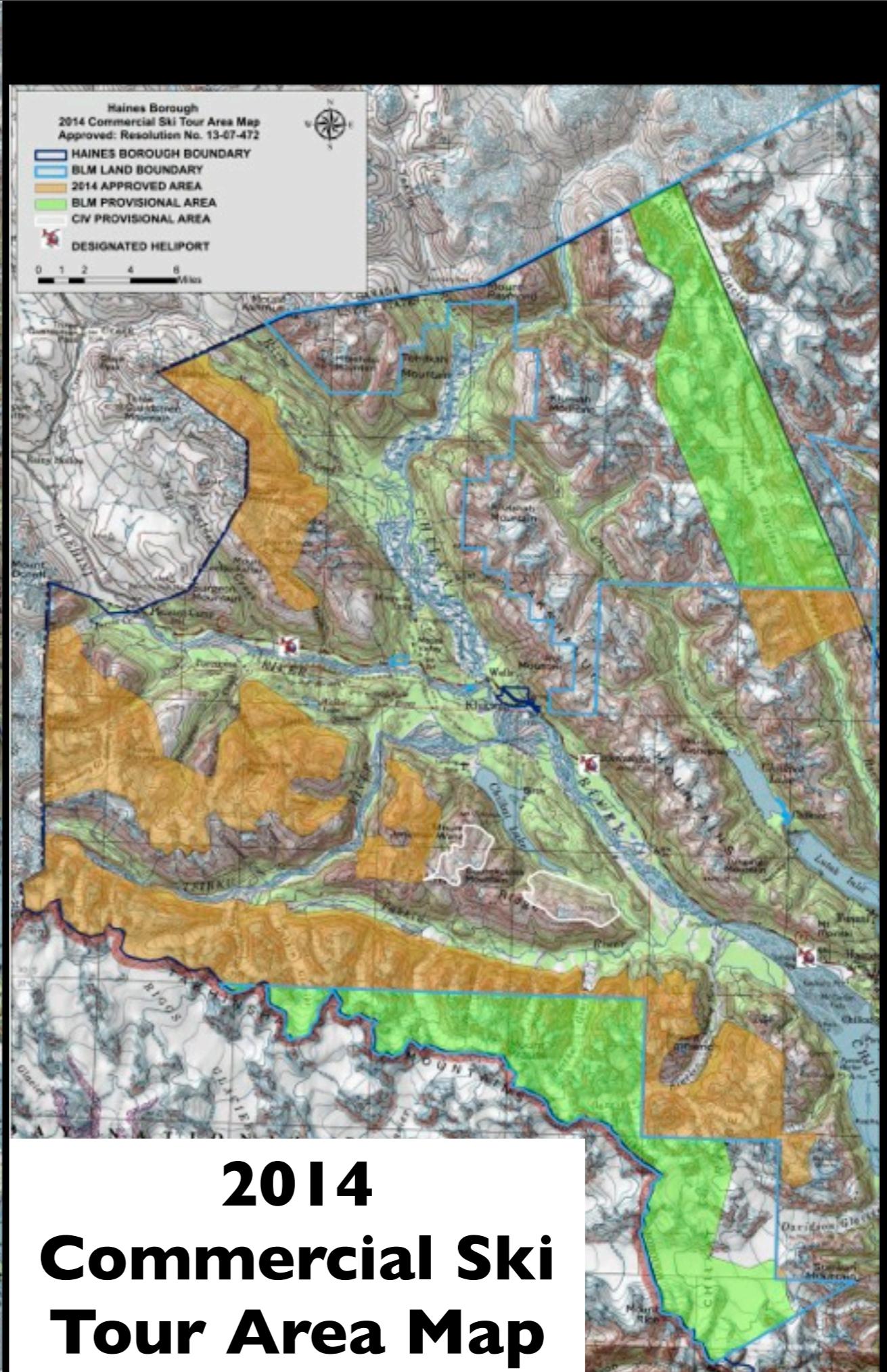




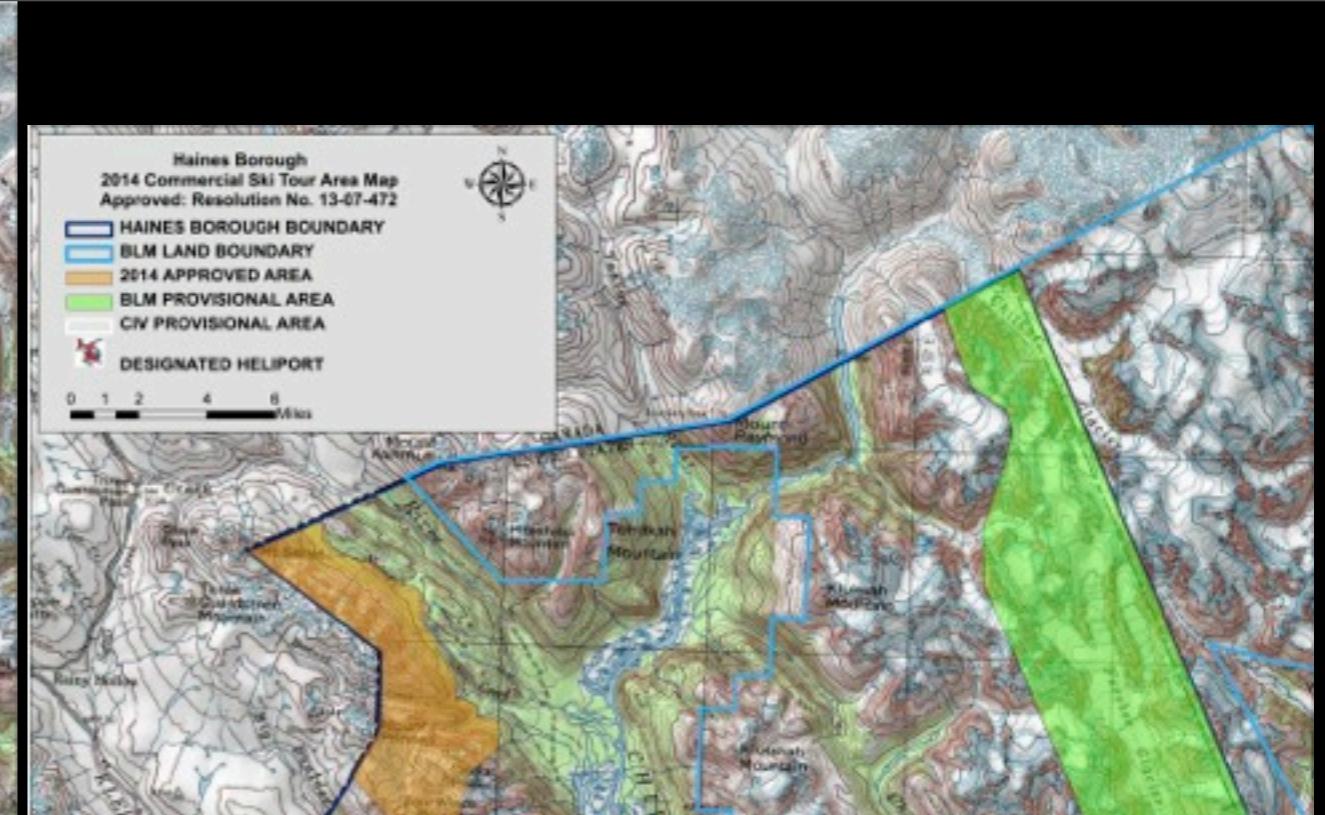
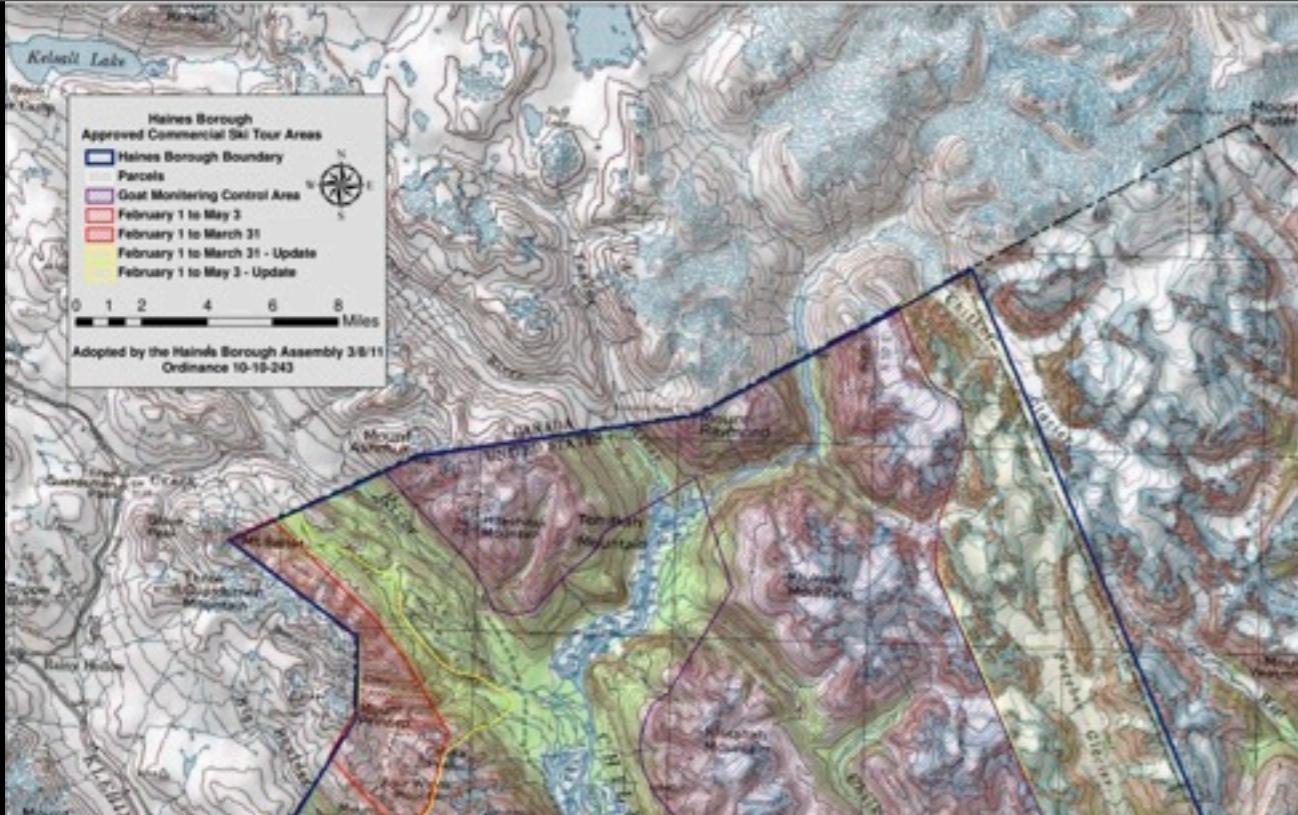




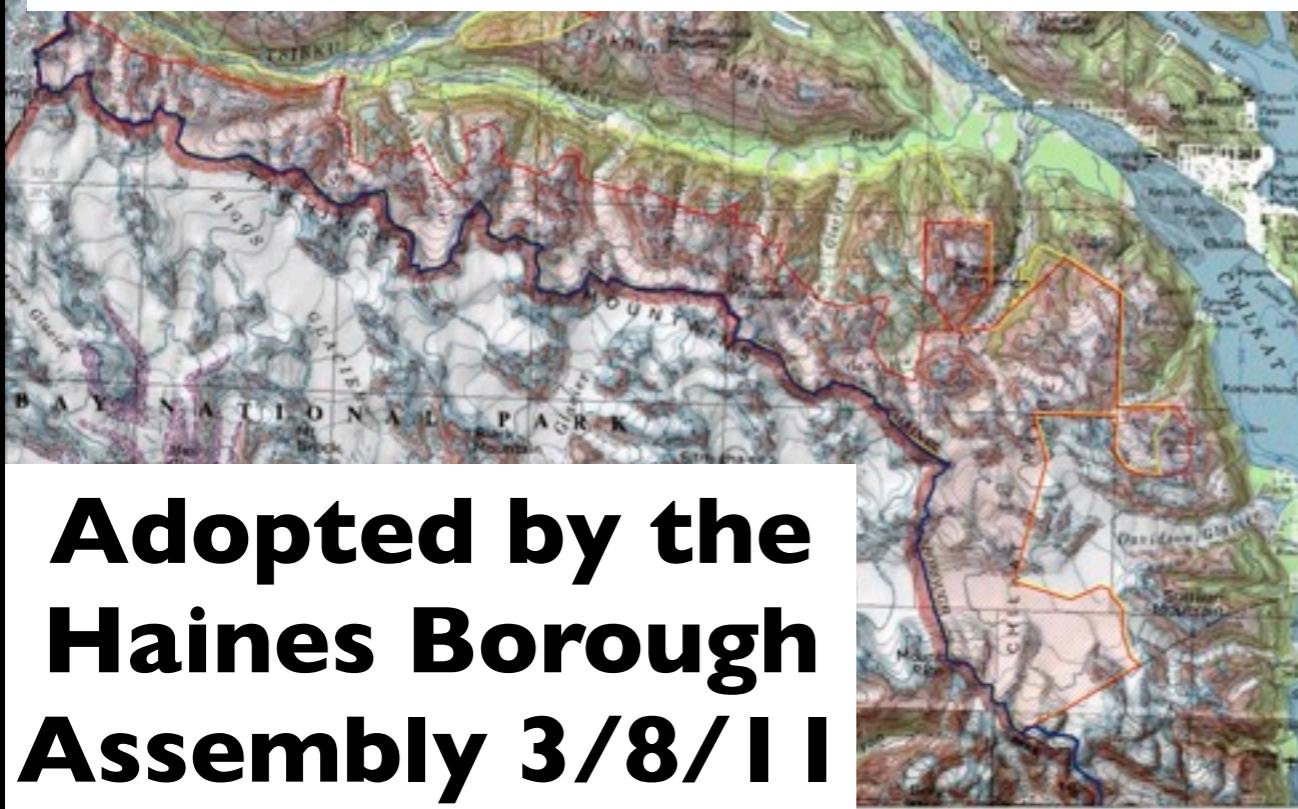
**Adopted by the
Haines Borough
Assembly 3/8/11**



**2014
Commercial Ski
Tour Area Map**



I find it no coincidence that not long after this map was implemented, the first accident occurred to be followed by two more



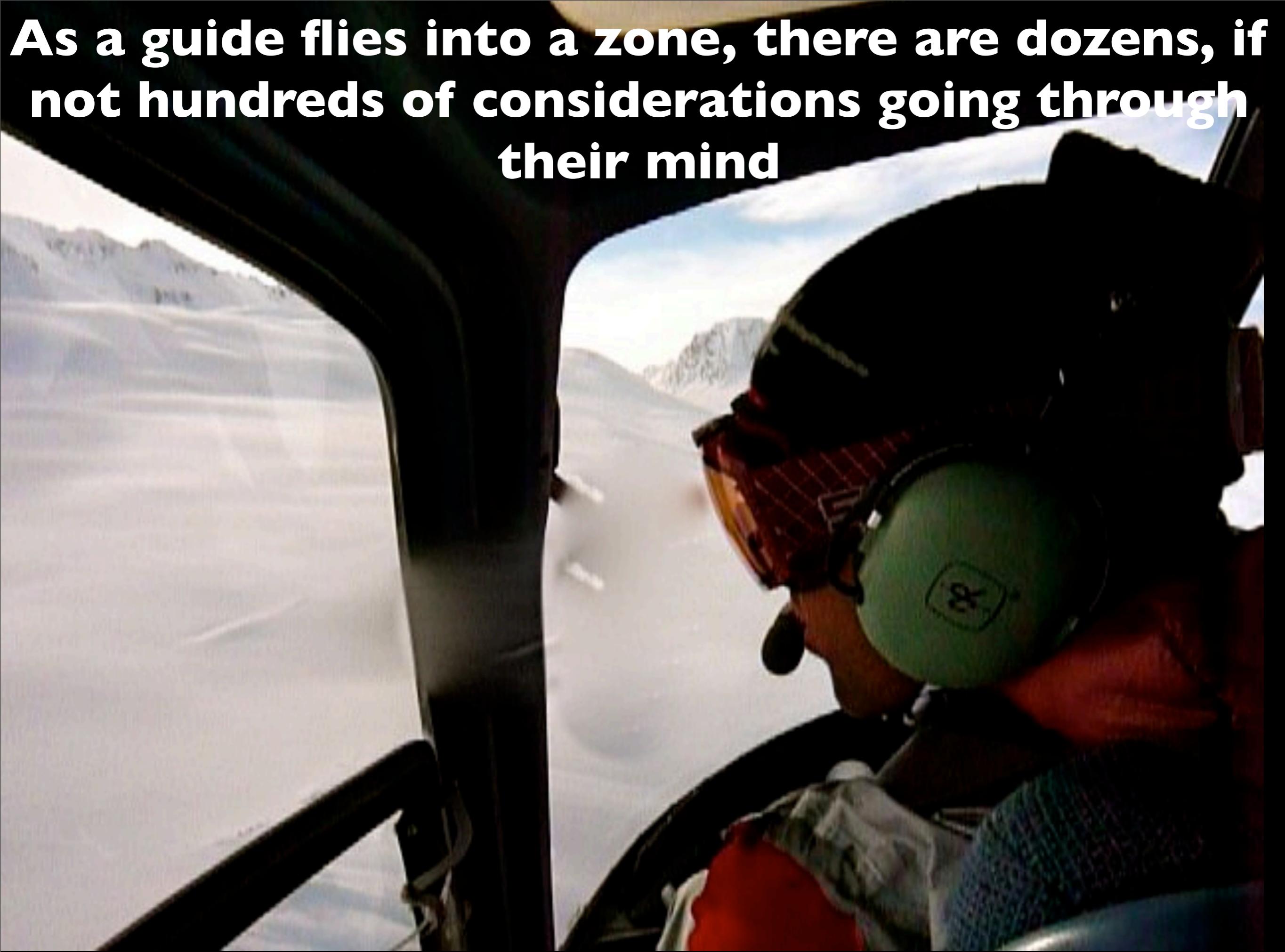
Adopted by the Haines Borough Assembly 3/8/11

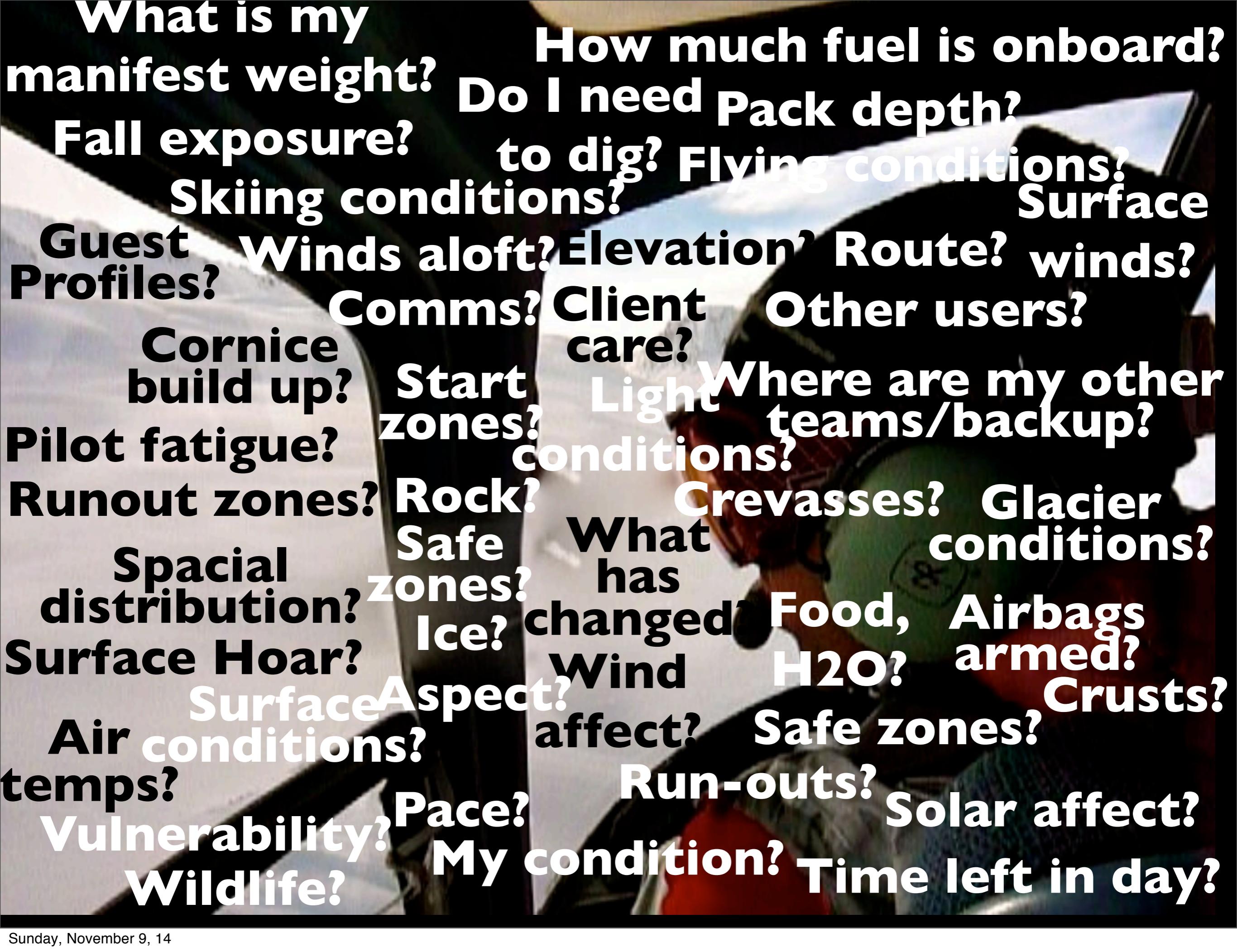


2014 **Commercial Ski Tour Area Map**

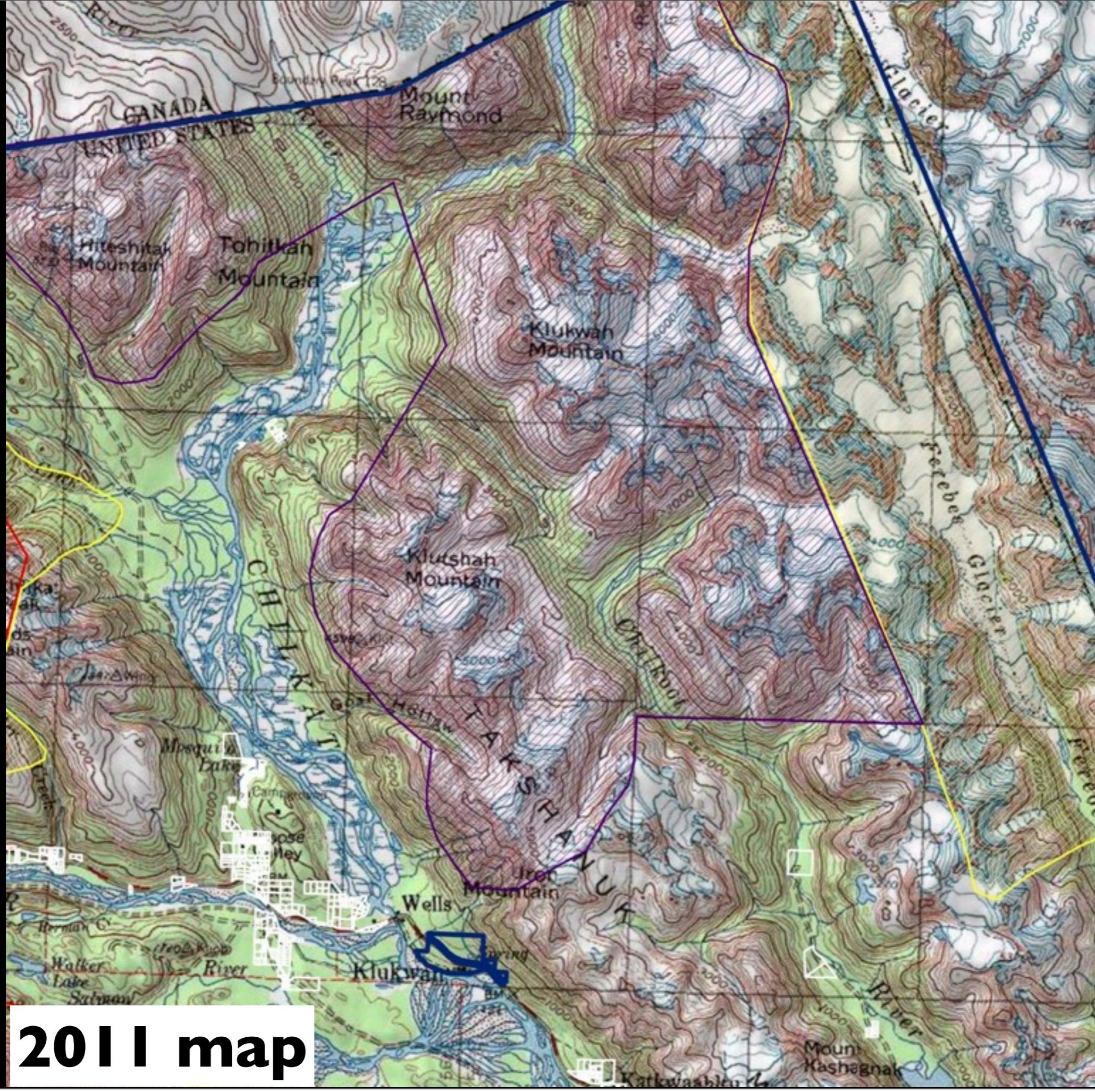


As a guide flies into a zone, there are dozens, if not hundreds of considerations going through their mind

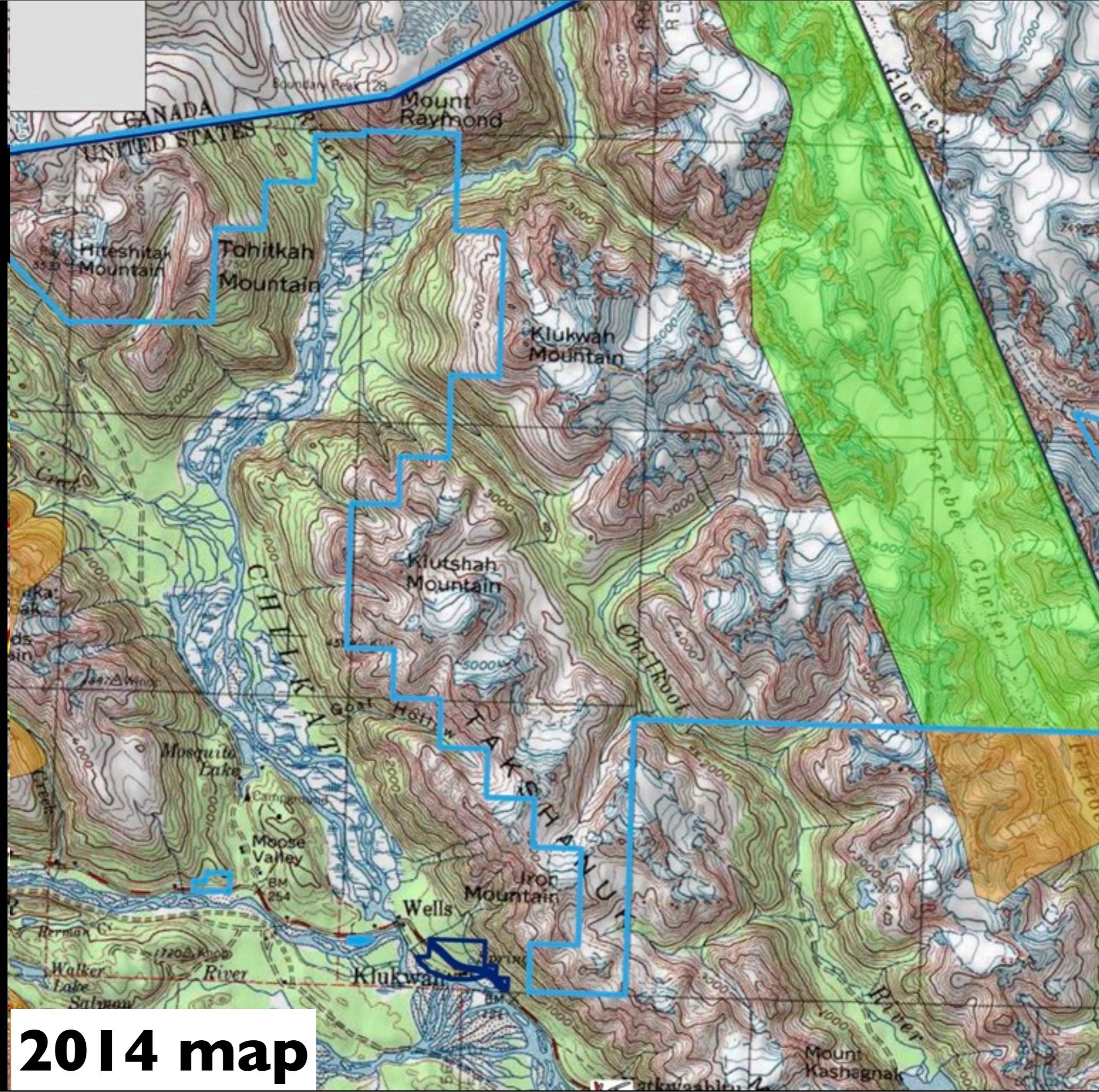


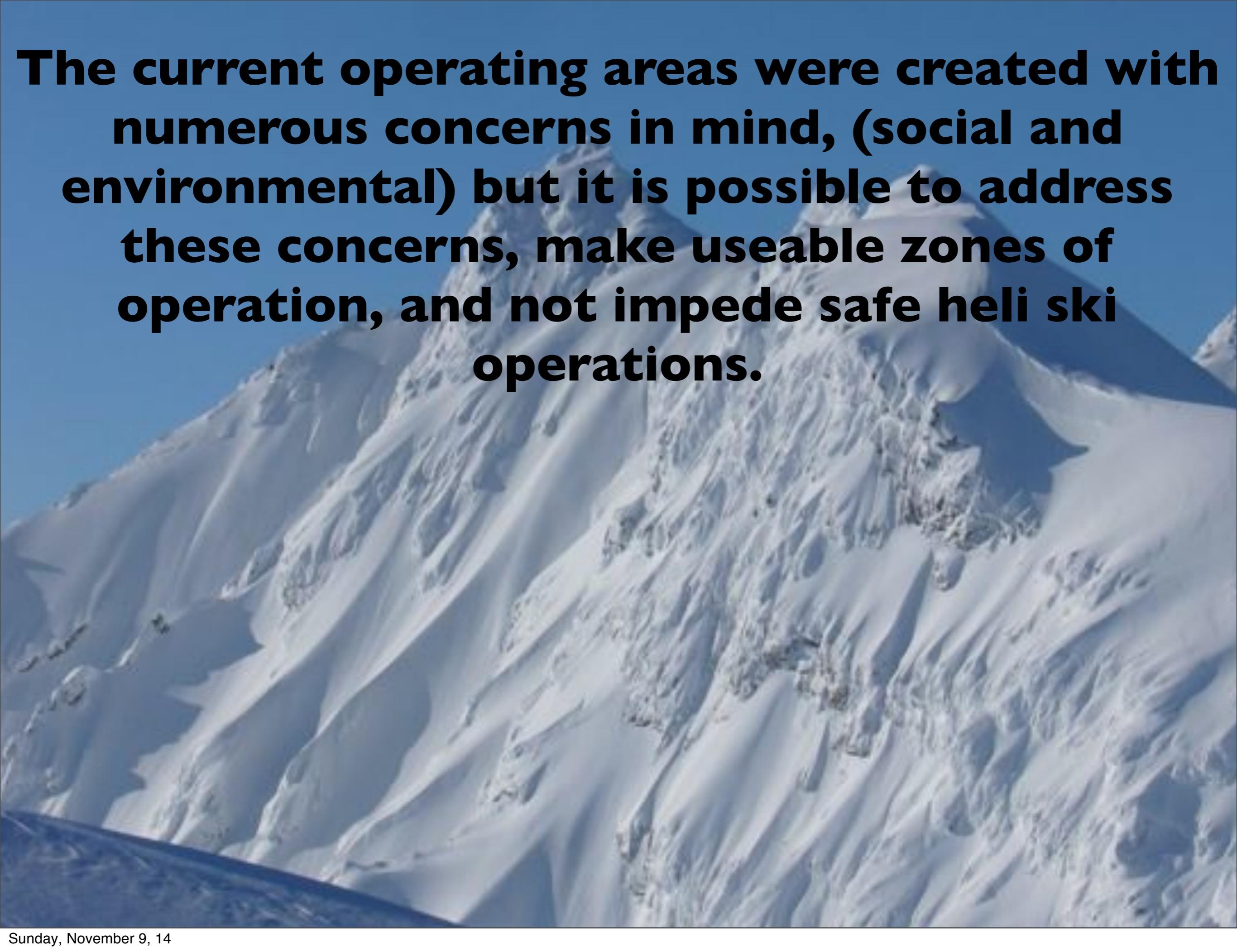


What is my manifest weight? **How much fuel is onboard?**
Fall exposure? **Do I need Pack depth?**
Skiing conditions? **to dig? Flying conditions?**
Guest Profiles? **Surface**
Winds aloft? Elevation? Route? winds?
Comms? Client Other users?
Cornice build up? **care?**
Pilot fatigue? **Where are my other teams/backup?**
Runout zones? Rock? Crevasses? Glacier conditions?
Spacial distribution? Safe zones? What has changed?
Surface Hoar? Ice? Wind **Food, Airbags H2O? armed?**
Aspect? What has changed? **Crusts? Safe zones?**
Air conditions? Wind **Run-outs? Solar affect?**
temps? affect? **Time left in day?**
Vulnerability? Pace? My condition?









The current operating areas were created with numerous concerns in mind, (social and environmental) but it is possible to address these concerns, make useable zones of operation, and not impede safe heli ski operations.



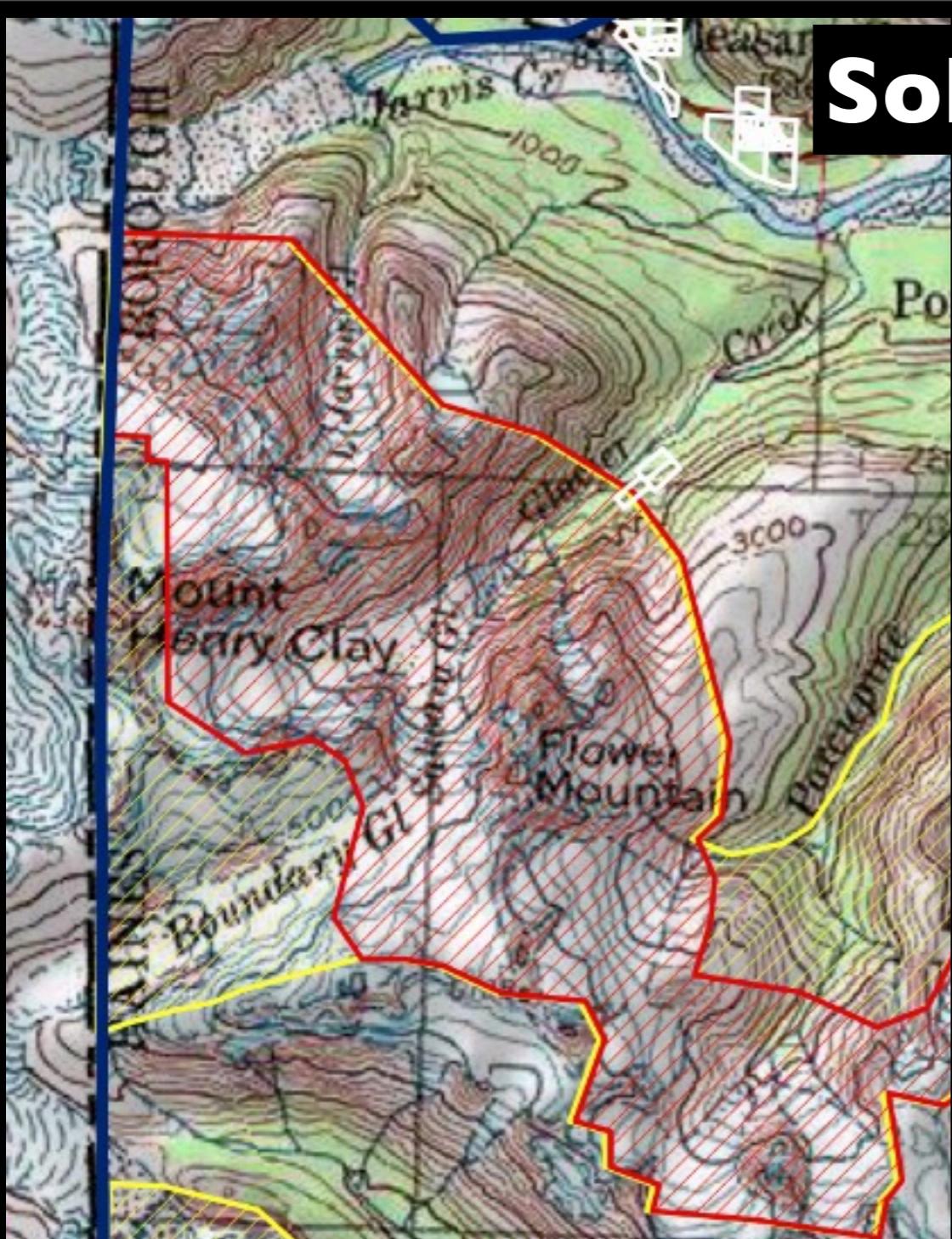
Solutions:

Cooperation

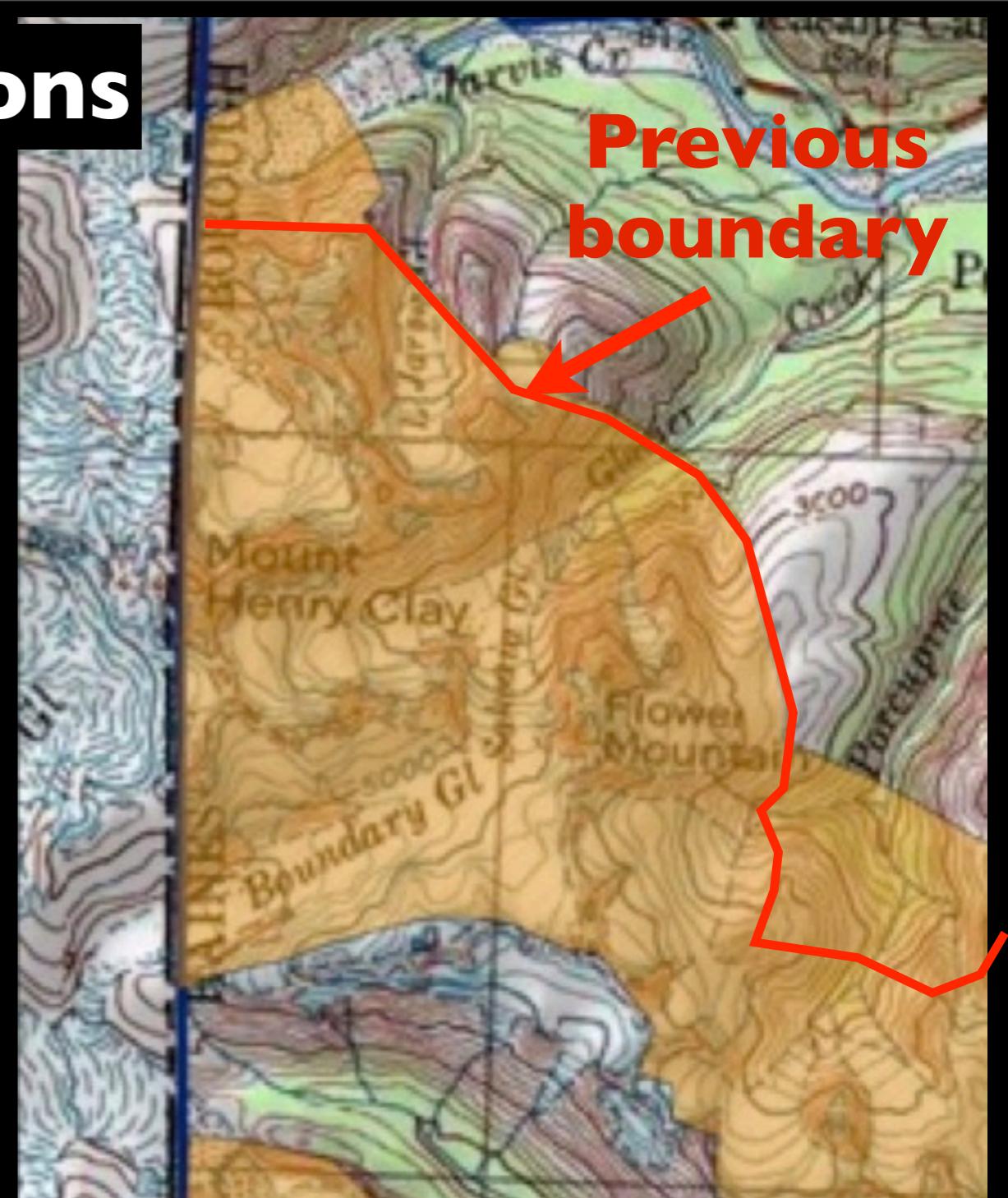
If land managers and commercial user work more closely together, and try to be empathetic of each others concerns, all issues can be addressed without sacrificing safety



Solutions



2011 map



2014 map

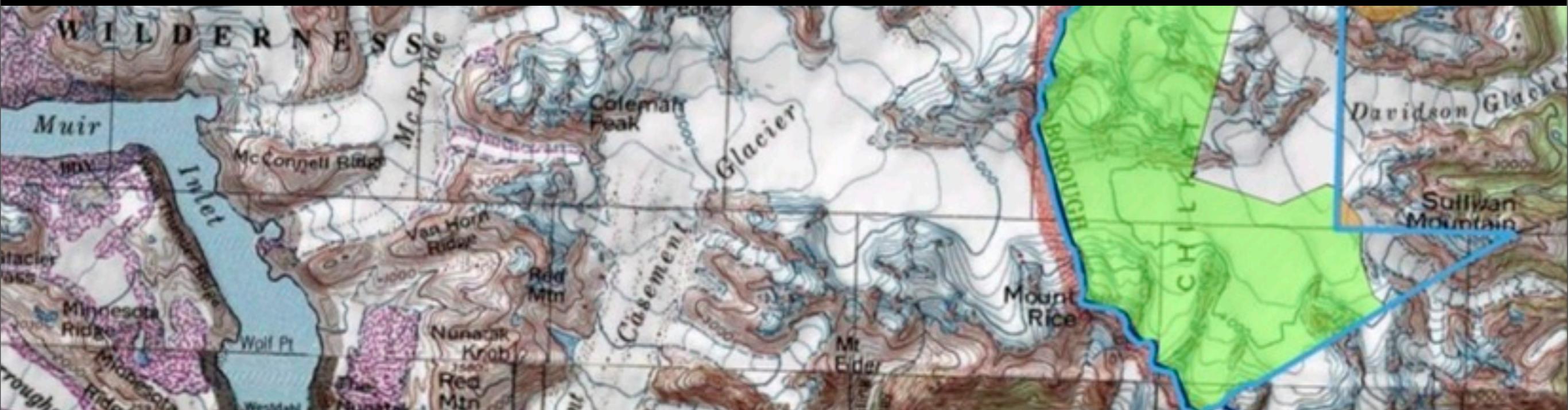
Some cooperation is happening, these two maps show how cooperation has enhanced usability without negatively impacting other considerations

Solutions



Solutions

By making boundaries “softer” and allowing guides and pilots more “room for error” the decision making process could be simplified and the guides mental workload reduced, allowing them to focus more energies on other more important concerns such as overall safety and general mountain concerns, crevasses, fall exposure, flight operations etc..



Solutions



Solutions

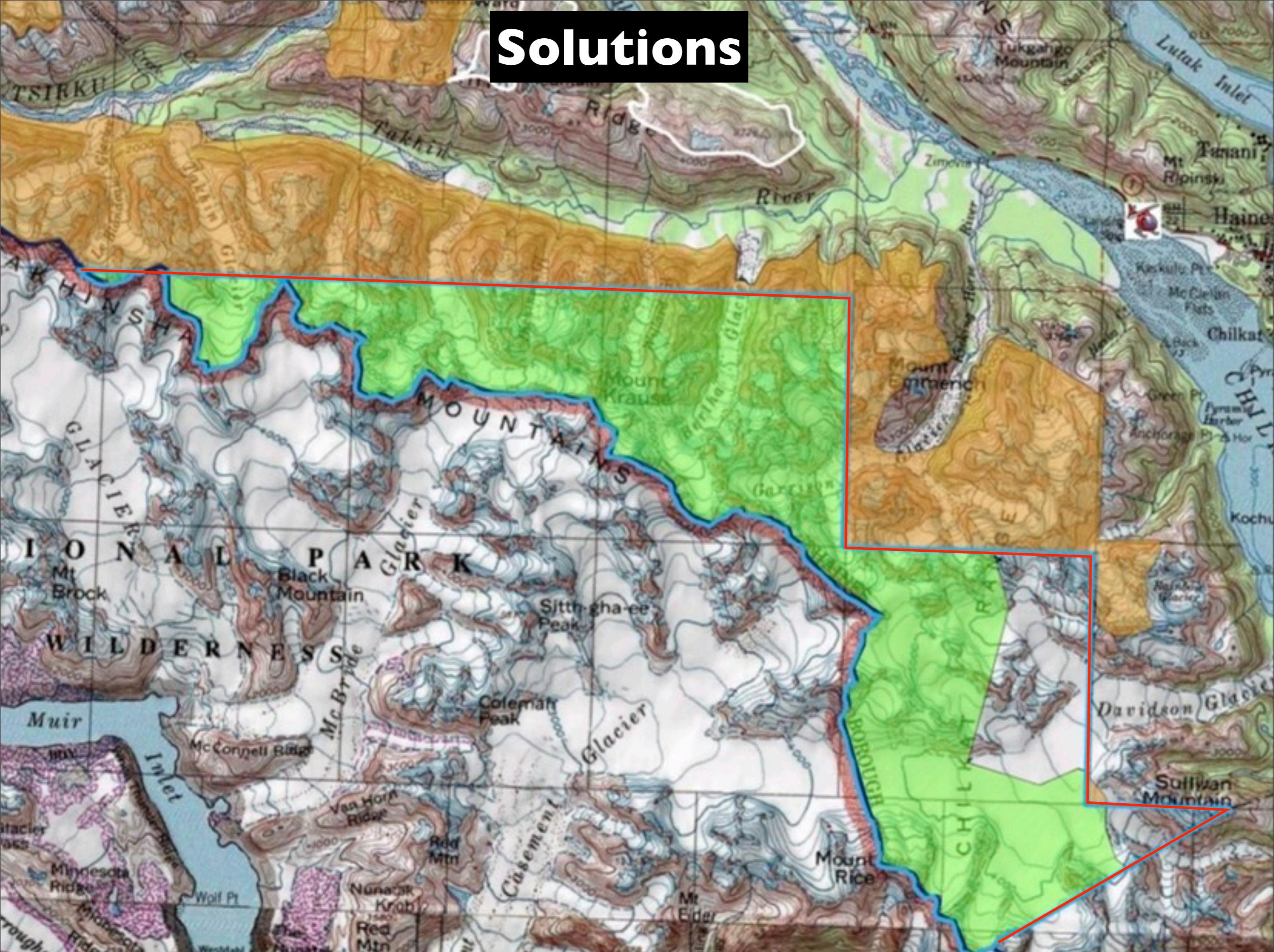


This can be done while still giving due respect to other concerns such as wildlife and local populations

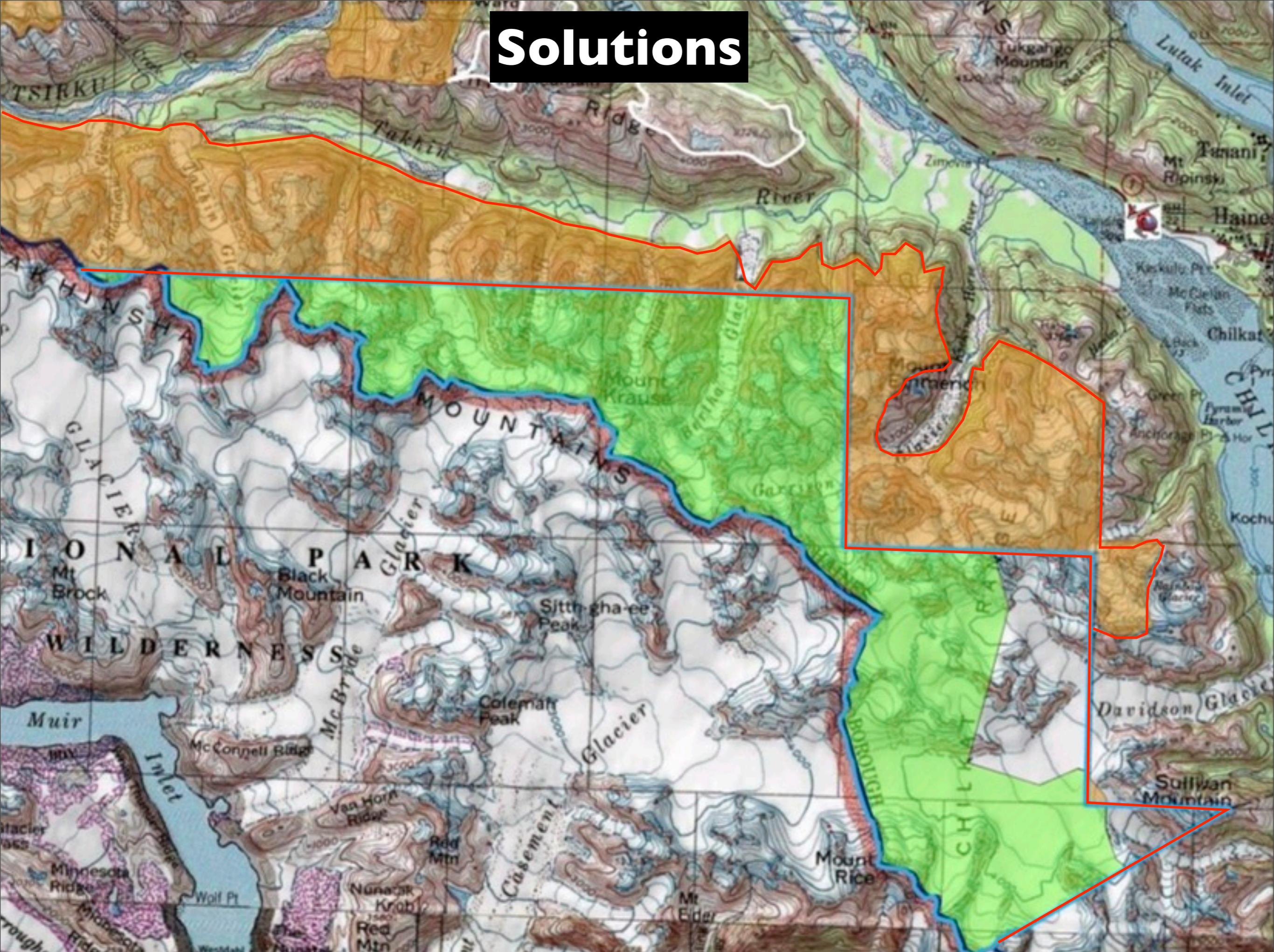
Solutions



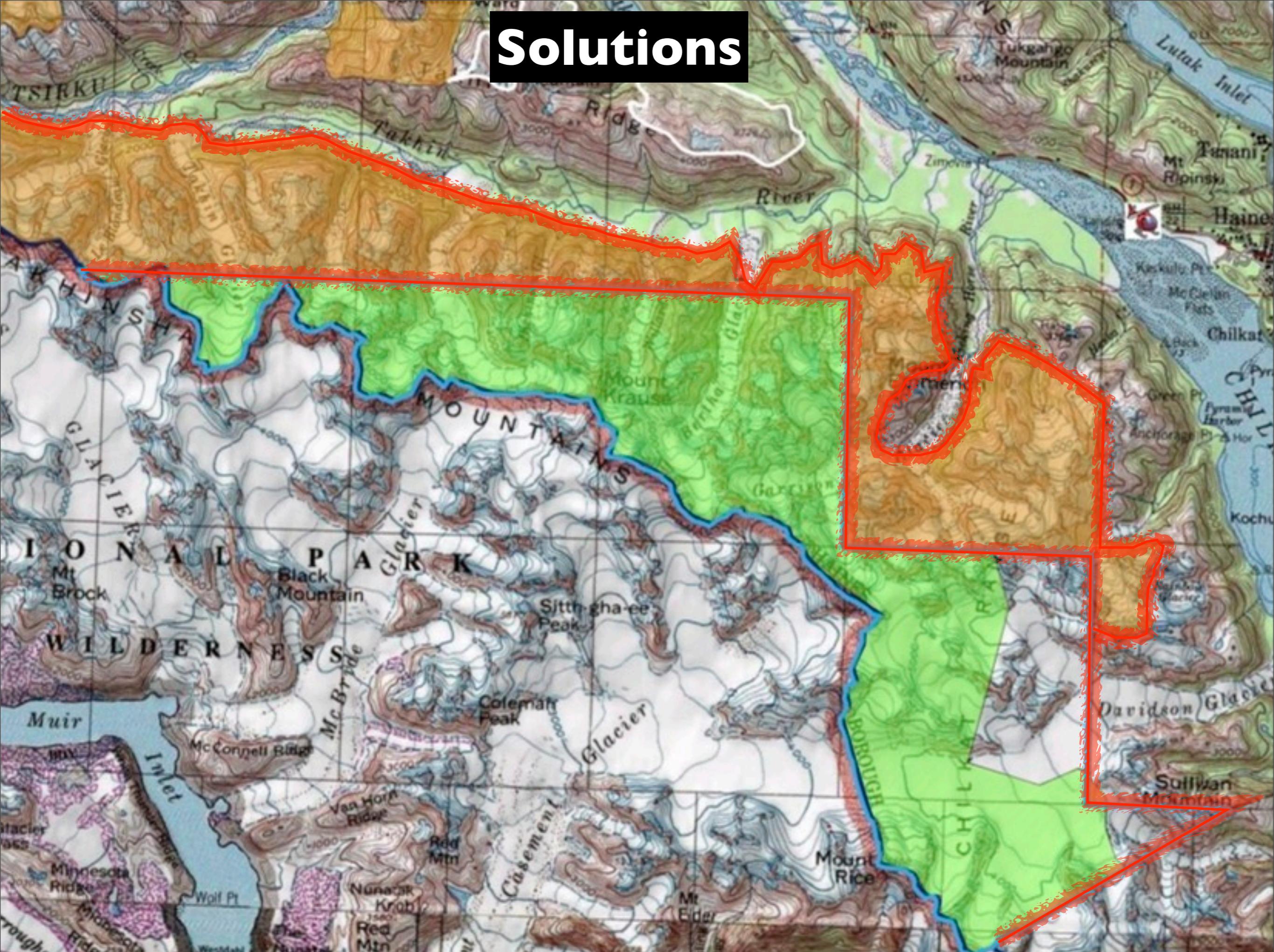
Solutions



Solutions

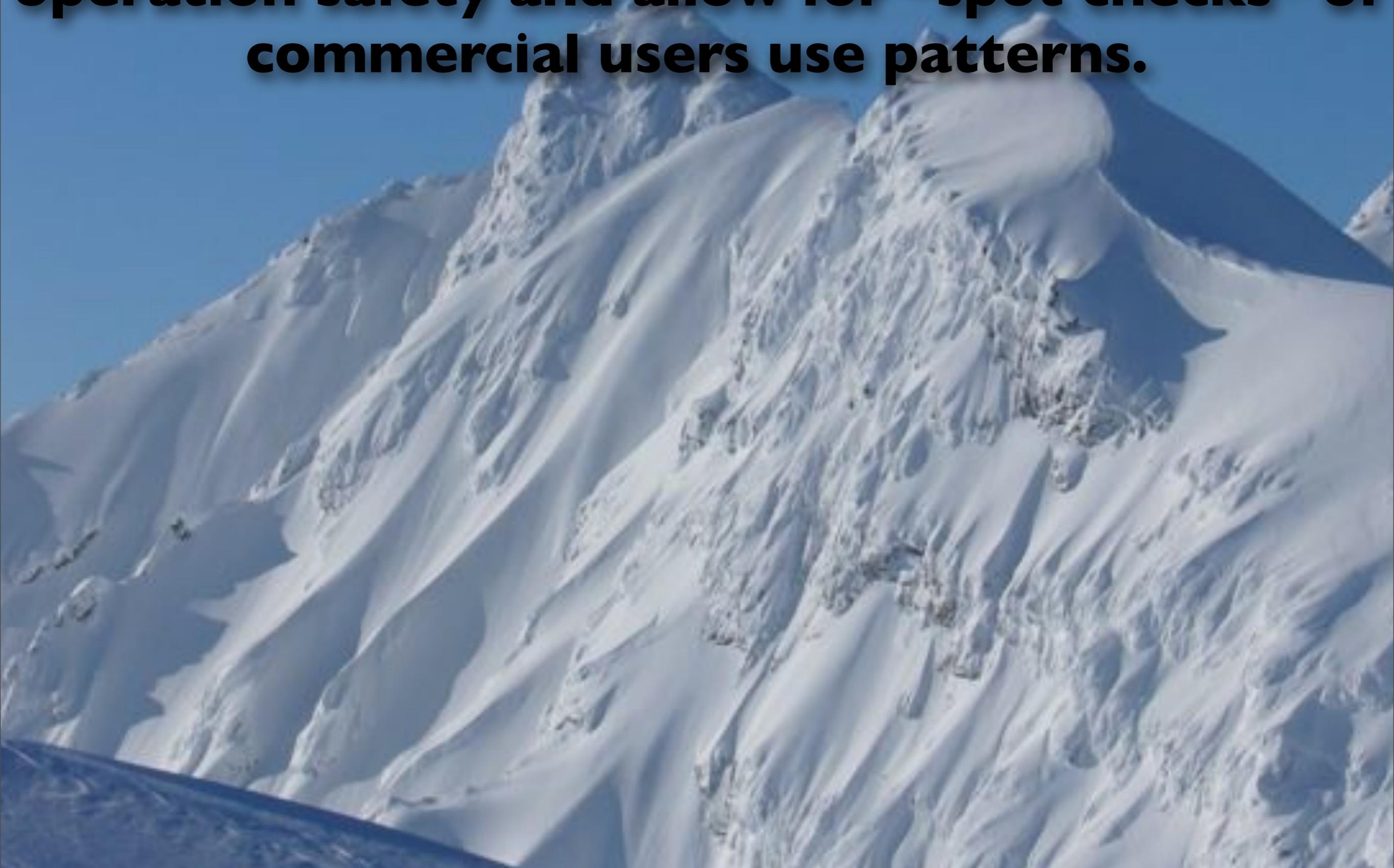


Solutions



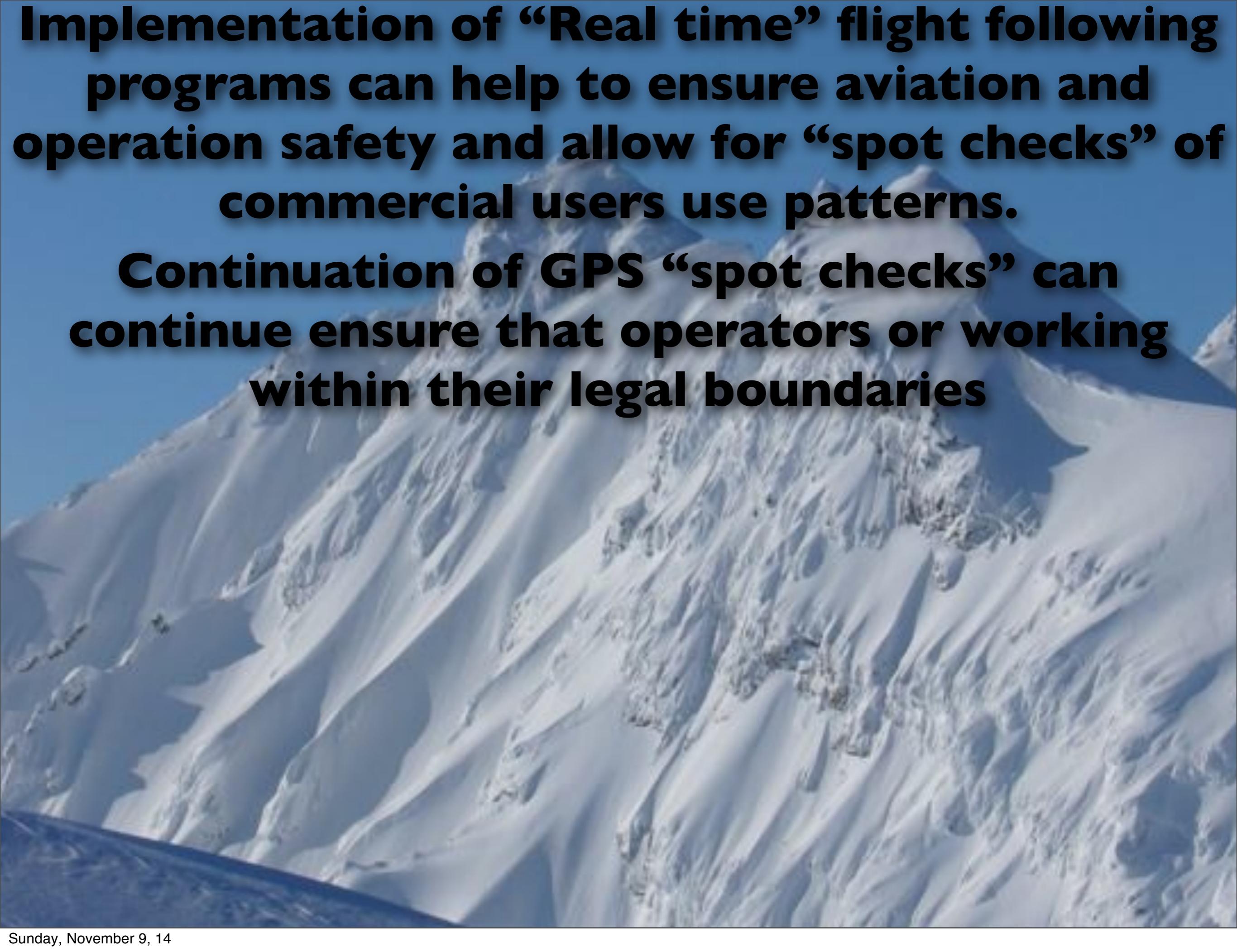


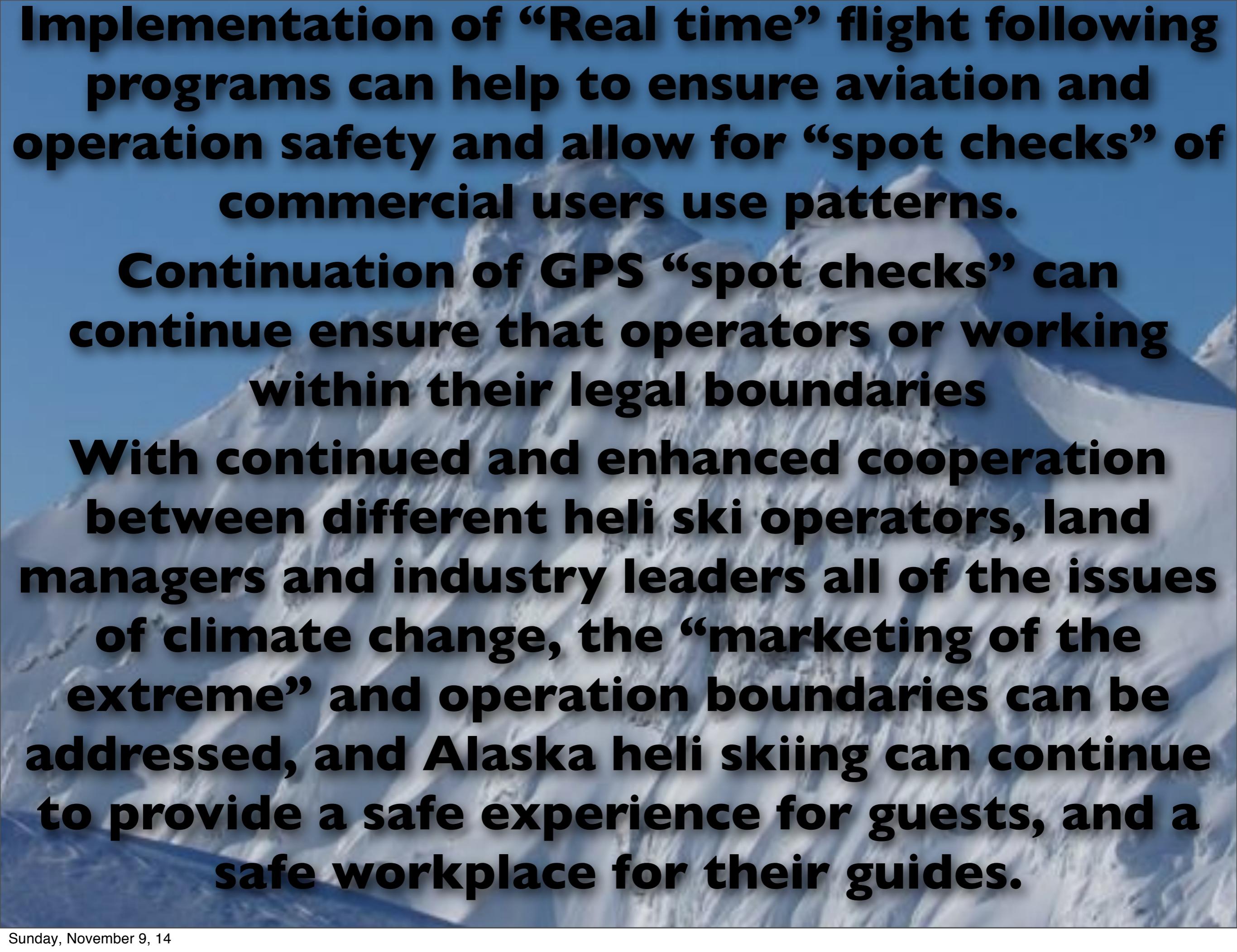
Implementation of “Real time” flight following programs can help to ensure aviation and operation safety and allow for “spot checks” of commercial users use patterns.



Implementation of “Real time” flight following programs can help to ensure aviation and operation safety and allow for “spot checks” of commercial users use patterns.

Continuation of GPS “spot checks” can continue ensure that operators or working within their legal boundaries





Implementation of “Real time” flight following programs can help to ensure aviation and operation safety and allow for “spot checks” of commercial users use patterns.

Continuation of GPS “spot checks” can continue ensure that operators or working within their legal boundaries

With continued and enhanced cooperation between different heli ski operators, land managers and industry leaders all of the issues of climate change, the “marketing of the extreme” and operation boundaries can be addressed, and Alaska heli skiing can continue to provide a safe experience for guests, and a safe workplace for their guides.



**Thank you for your time and attention,
I am happy to speak with anyone interested in
this subject. I can be reached at:
PWDRJNKY@MAC.COM**

**Thank you for your time and attention,
I am happy to speak with anyone interested in
this subject. I can be reached at:
PWDRJNKY@MAC.COM**

