



# LERT Newsletter

September 2019

## LERT Families (EMSC & SMBA),

Fall is officially here, and with the cooler mornings, we are looking forward to counting down the days to the start of season! Alpine coaches have been working with a stellar group of dryland athletes, and we are seeing continued improvement with speed, strength, agility and yes...rollerblading skills! Commitment to the program, fitness and conditioning is important during this time of year, as coaches are laying the foundation for a strong and successful season on the slopes. Throughout all our alpine programs, EMSC is proud to have the BEST coaches in Colorado, who are committed to the athletes, and dedicated to sticking with the team for years to come! This consistency with the coaching model will further help solidify key fundamentals, progressions, and elevate the overall performance of our various groups.



## EMSC News

This year's alpine staff have been working hard with preparation and training calendars for the upcoming season. Look for updates this week on the RMD alpine race schedule, in which the Division will be finalizing "site locations" at different venues across the state. This is a big week of events for EMSC, with the club picnic

## Freeride/Freestyle Team News

We are in full swing of dryland training now and our Progressh sessions have been going swimmingly! The athletes are working hard to get in shape for the season and the coaches are trying to keep up! Dryland is every Tuesday and Wednesday with

## SMBA News

SMBA is off to a great start this fall. The colors are just starting to change up high, and the riding is some of the best of the year! We are in the midst of our annual raffle fundraiser. Team riders should receive these in the mail or from your fall coach. There are some great prizes to be had! As an added incentive to help sell raffle

and gear swap, along with the Eldora Resort / Subaru cleanup day and EMSC Alpine FIT day (boots, skis, and equipment and more!). Coaches will be at the various events, and more than happy to answer questions pertaining to equipment, sizing and recommendations.

In addition to fall alpine dryland programming, our team has been working hard to host our most important fundraiser, the annual outdoor gear Sample Sale. Member participation at this fundraiser, along with other initiatives such as Raffle, King Soopers/Safeway programs, is a key component to the LERT budget, which together help stabilize program fees, provide equipment for athletes, timing, video, Bnet, transportation and scholarships. As we continue to expand our coaching model and infrastructure, we rely heavily on reaching our fundraising targets each season – which together go to directly support ALL of the amazing athletes in the different programs.

We look forward to seeing everyone at this week's events, and certainly welcome membership to attend and say hello to our staff, coaches and new faces in the program!

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Speaking of new faces, we want to give a big welcome to one of our newest coaches, Joonas Rasanen! For the past 5 years, Joonas has been competing at the highest levels of ski racing and pursuing his dream of reaching the pinnacle of the World Cup circuit. He has competed in 3 World Championships, World University Games, the NCAA Championships, and numerous World Cups and Europa Cups. He is a phenomenal skier, athlete, and now officially the Head U-16 Coach at EMSC for the 2019-2020 Season!

We would like to also take this opportunity to congratulate Joonas and his new wife Mary Rachel on tying the knot! CONGRATULATIONS YOU TWO LOVE BIRDS! We are happy to have you both as a part of the EMSC Family!

optional transportation from the office to Progresh.

We are eagerly waiting for the drop of the 2019-2020 competition schedule for the International Freeskiing Association (IFSA) including our region the Rocky Mountain Freeride Series, and the United States of America Ski & Snowboard Association (USASA). Once these schedules drop later this month, I will have a thorough calendar sent out for all the athletes and parents to have. This year the IFSA is having one day to register for all events and for those of you who have tackled this before, know that's great news!



For Questions please contact:  
Lex Bennett  
Freeride/Freestyle Program  
Director  
[lex@lertprograms.com](mailto:lex@lertprograms.com)  
720-364-3641

## **FUNDRAISING NEWS**

Fundraising and sponsorship are critical elements to the overall success of LERT, further providing support for programming, coaching, equipment, operations, training, consistent fees.

We have changed the date for our **2019 Sample Sale!** We will be hosting the event on **October 11 & 12**. We will be sending out sign-ups soon for volunteers and will need all the help we can get!

We are also planning our Colder in Boulder Season Kick-off Party and Silent Auction for October. Any donations of items for the silent auction or as door prizes are welcome and greatly appreciated!

tickets and make this the most successful raffle yet, those who sell all 10 tickets will be entered into a raffle for a free 2020 SMBA Session! Good Luck!

SMBA photo galleries are located here: [2019 SMBA Photo Galleries](#)



## **SMBA Gives Back!**

Every year our SMBA riders lend a hand to our community. This year they picked hundreds of pounds of produce for needy families, as well as, helped in keeping our beautiful Colorado trails clean and safe!



## **Save the Date**

Please take a moment to mark your calendars with key events coming up this Fall.

**September 19 – Annual EMSC Picnic and Gear Swap**  
**5:00 PM-8:00 PM**

North Boulder Park  
9<sup>th</sup> St. and Dellwood Ave, Boulder, CO 80304

Bring a potluck item to share and any outgrown gear to sell or trade with other EMSC Members.

**September 21 – Eldora Mountain Resort Cleanup, Presented by Subaru**

Schedule:  
**8:00 AM-9:00 AM:**





**Make the commitment now that will pay off later!**

Dryland has been happening and extremely successful. New activities have been added increasing the challenge and bringing a new level of fun! The U-14 and U-19 athletes climbed the Manitou Springs Incline! This challenging incline has over 2,700 stairs to the top and the athletes had to get up at 5 AM to do it!



### Jr Race

Indian summer is upon us and it's almost time to start the snow dances to Ullr!!! Hope all our Jr Race athletes are BUSY with Fall Sports getting in shape for the coming ski season. Still working on finalizing our race schedule for the season and will get that to you ASAP.

Here is some important US Ski and Snowboard information for you all: **Please renew or sign up for your athletes USSA License before October 15th at 5pm MST. Prices will increase after 10/15/19 at 5pm. Register at [usskiandsnowboard.org](http://usskiandsnowboard.org)**

1. When registering your athlete **U12 and under** for a USSA Competitors License this season all U8, U10 and U12

## Communication / Admin News / Membership

The "Membership Committee" formed by our board members is officially active and looking for new members to join. This committee is focused on YOU - our membership. It is currently comprised of six members from our community, but we would welcome additional participation. Please email Matt Tomasko ([matt@lertprograms.com](mailto:matt@lertprograms.com)) or Peter Troller ([peterrollerski@gmail.com](mailto:peterrollerski@gmail.com)) if you have an interest in serving the club on this committee. Our goal is to maximize the experience our members have as part of this amazing club. We are looking at retention and recruitment as well as how the club can more effectively engage with our membership through email/text communications, websites and social media. Join us!

**As communication / lists are often tied into our registration systems, if members elect to "opt out" of club news (example: fundraisers), they will then no longer receive updates on behalf of LERT for either EMSC or SMBA programming.** Should you have questions, please contact our office directly to ensure you are receiving the most up to date, recent information from our organization and staff.

### Give Back!

Please also remember to connect your King Soopers account to our organization to continue the support! 5% of all your purchases go back to the club.

Click link below to Login or Create an account. Use KS card # or your alternate ID, usually your phone #. Once your account is created, go to Savings & Rewards, click

Registration/Breakfast

9:00 AM-1:00 PM: Mountain Cleanup  
1:00 PM-3:00 PM: Lunch, Live Music, & Giveaways

**Registration is required for this event and registration is FULL. If you did not register, please do not come. There will be other work credit opportunities throughout the season.**

## Pre-Season Ski Racing Fit Day

All Alpine Ski racers are invited to attend Tin Shed Sports 'Race Fit Day' **Saturday, September 21<sup>st</sup> from 12-4 PM.** Representatives and gear experts from all the major ski brands will be present to help you select and order the best equipment to suit your needs for the upcoming season. **Product will be available at discounted prices!** This is a one-time event; do not miss out on the best race gear at the best prices available!

Skis – Boots – Race Suits – Helmets – backpacks – Ski Tuning equipment – Wax – Goggles – Gloves – Shin Guards – Arm Guards – Poles & Pole Guards

**\*HEAD\*ROSSIGNOL\*POC\*SMITH\*  
\*HOLMENKOL\*SVST\*MARKER\*LOOK\*  
\*DALBELLO\*TYROLIA\*ATOMIC\***

One day only: Saturday, September 21<sup>st</sup> from 12-4 PM. Located at: Tin Shed 112 E. 2<sup>nd</sup> St., Nederland, CO 80466



## Sample Sale

**October 11 & 12 – Sample Sale**  
We have officially locked in the date for the Sample Sale! Please keep an eye out for details coming your way! Also, please reach out to [lex@lertprograms.com](mailto:lex@lertprograms.com) if you have any vendors you would like to see there.

## Orientation

**October 24 – Core Orientation**

6:00 PM-8:00PM

Millenium Harvest House

1345 28<sup>th</sup> St., Boulder, CO 80302

**November 14 – Jr Race Orientation**

6:00 PM-8:00PM

age groups are under "U12 Competitors License" Cost \$75

2. All U14 athletes will sign up for the Competitor U14 License Cost \$100
3. For **All Jr Race U16 athletes** you will have the ability to purchase a "Non-Scored Athlete" membership instead of a "Competitor U16" which saves \$70. Cost \$100.

If you have questions regarding registering with US Ski and Snowboard, programming, equipment or schedules please go direct with me [eric@lertprograms.com](mailto:eric@lertprograms.com) or feel free to shoot me a call 720-308-1427. I look forward to seeing and meeting all at our upcoming picnic 9/19 North Boulder Park 5pm-8pm, Eldora Cleanup Day 9/21 8am-1pm, and Tin Shed Equipment Session 9/21 1pm-4pm.

on King Soopers Community Rewards.

In the search field enter our name, Lake Eldora Race Team Association or JX838 and click on enroll.

**It's that easy!**



We are also introducing the reloadable \$5 Safeway card. Purchase a Safeway card from EMSC for \$5 that has \$5 loaded on it and then reload as needed. 5% of all your purchases go back to the club!



Millenium Harvest House  
1345 28<sup>th</sup> St., Boulder, CO 80302

**November 15 – Eldora Announced  
Opening Day 2019-2020 Season!**

### **Rebranding**

Take a minute to vote for EMSC's new logo! Check your email for a survey through Survey Monkey.

New team jackets will be available once logo is chosen! Stay Tuned!

A big thanks to all our sponsors! Please stay tuned for NEW sponsorship section on our next Newsletter!

## **Lake Eldora Race Team Association**

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