SPOTLIGHT ON THE S&W ADVENTURE RIDERS

FEATURING THE AMERICAN COUNCIL OF SNOWMOBILE ASSOCIATIONS (ACSA)

THE CLEAN SNOWMOBILE CHALLENGE 2018
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CUSTOMER SERVICE IS OUR PRIORITY
I WAS RECENTLY ASKED by a reporter, “What does BRC do? What do you believe in? What motivates you to keep doing this?” I know what we do and I know why we do it but I needed some time to put it down. I wanted to be able to share it with all of you and to tell you that what came out of this question is what we are focused on in 2019.

We live in a virtual world. It’s easier to watch someone having adventures on YouTube rather than doing it ourselves. It’s fashionable to wear expensive motorcycle or snowmobile apparel without ever getting out on the trails and doing the sport! When I was a kid, I wanted to be Marco Polo or Jacques Cousteau! I wanted to experience everything! Experience and adventure have always been more important to me than any money or accolade.

Growing up in small town Utah, I had opportunities to explore the great outdoors. This had an incredible impact on my future development. I learned the value of taking risk, pushing beyond my comfort zone and that failure does happen and it’s not fatal. So, as I thought about what matters most to us at Sharetrails.Org/BRC and why, I kept returning to a quote that I keep on my computer: “Every man’s life ends the same way. It is only the details of how he lived and how he died that distinguish one man from another (Ernest Hemingway).” As I read and reread that, I realized that on a basic level our objective is to keep trail access open, but on a much deeper level we do a much greater public good.

So, what do we do? What do we believe? And why do we do it?

THE WHAT
All of us at Sharetrails.org/BRC advocate to keep trails open so that we can “keep adventure alive.” That is what we believe in and that is what we advocate for.

THE WHY
Helen Keller said, “Life is either a daring adventure or nothing.” Are we living a meaningful life? Are we making something extraordinary out of the limited time we have? Are we doing it with those we love? We all benefit when all of us seek for
excellence—in our families, in our jobs or in our civic and religious responsibilities. I’ve found some of my greatest strength outside and on the trail.

Get involved. We need to push for a culture of fearless action. We need to return to a way of being that encourages exploration and adventure. They are medicine to every weary soul that needs a break from the fast-paced world in which we live. Get involved. Encourage your friends to get outside, get on a trail, see something you’ve never seen before, and do something you’ve never done before. Let’s return to a culture of authentic living, not vicariously living through adventure athletes on social media. Go out and buy a new Klim jacket or something from Tobe, but don’t let it sit in your closet—get on an ATV, UTV, motorcycle, 4WD or a snowmobile and take the road less travelled.

THE FUTURE

2019 will be our most exciting year yet! We want to build our legal and legislative effort aggressively.

6 Ways to Support Sharetrails / BRC

1. Join and renew your membership
2. Sign up for alerts and use the info to contact the agency mentioned
3. Contact your representatives, let them know you support trails
4. Thank the National Forests and BLM agencies in your riding area for keeping trails open
5. Contact BRC if you find changes or closures on your favorite trails (see page 4 for contact information)
6. Add BRC as your charity of choice when shopping on Amazon.Com

(For details, see: http://bit.ly/smileBRC)

We are focused on dramatically retooling and building our media presence. We have created BRCTV. We will be interviewing people in the fight, both for and against, doing some lifestyle pieces (look, we all like to see cool stuff and new gear) and highlighting trail access issues across the country. This OHV industry generates $83 billion dollars a year. That’s a lot of jobs, a lot of birthdays and a lot of holiday gifts. A lot of people rely on our trail-building efforts to keep the lights on. I don’t want to let them down. I don’t want to let you down. Whether you’re a single tracker, snowmobiler, 4-wheeler, ATVer, mountain biker or side by side fanatic—we love you!

So, let’s do this together. Let’s “keep adventure alive” for ourselves and for the generations of Americans that follow us. Let’s get back to a spirit of exploration and adventure that fueled the great American century.

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Supporters like these allow Sharetrails/BRC to continue with its vital mission to protect YOUR recreation access!

Sharetrails Magazine (#015-2019) 6 — Voice of the BlueRibbon Coalition
ESTABLISHING CREDIBILITY

by JONI MOGSTAD

Some of Webster’s definitions of CREDIT:

1. Commendation given for some action, quality, etc.
2. A source of pride or honor.
3. a. The acknowledgment of something as due a person, institution, etc.
   b. Credits, the names of all who contributed a motion picture or a television program, usually listed at the end.
4. Trustworthiness; credibility...
5. Influence or authority resulting from a good reputation.

AS I LOOK BACKWARD, it has occurred to me that as I began my career, I felt it important to collect or accumulate “credit” or “credits” for my accomplishments. The general thought being that an accumulation of “credits” would aid in furthering my career, would enhance my sphere of influence or authority and would help in developing a reputation that would carry me into the future. A credible reputation helped to attract capable employees and partners. Proof of competence was no longer repeatedly demanded. The value of my product was enhanced.

Judges accepted my letters as prima facie evidence so I no longer had to spend time in the courtroom waiting for my turn to testify (efficiency). Program models I developed were adapted for use

THE PRESIDENT’S DESK

Ladies OFFROAD NETWORK

Founded by Bower Media’s Charlene Bower, Ladies Offroad Network is dedicated to supporting ALL offroad ladies by guiding, educating, and motivating them to achieve their goals. Whether you are a driver, co-driver, racer, passenger, mother, business owner, worker, or hobbyist, you are welcome. We aim to meet the needs of every lady who loves offroad by providing a space to learn more about offroad sports, chat with other ladies from around the world, and share stories with a community that has the same passion. Plus, join us for events, activities, and giveaways!

ALL YEAR ROUND,

We Support Motorized Access to Public Lands.
As my career progressed to this point, I found less need to "take credit" for what I did and found more benefit to "sharing credit" or even "ignoring credit" so long as the mission was accomplished.

BlueRibbon Coalition members find our organization regularly "takes credit" for accomplishments whether singular or joint. We do this through our online magazine, our media releases, insider reports, e-mail alerts and e-mail news reports. We also do this through appearances at local and national events. "Taking Credit," in this instance, is important on all the fronts mentioned above. You, our members, deserve to know what we are doing on your behalf, and we need to continue to develop the trustworthiness, credibility, influence, and authority resulting from a good reputation.

"Sharing Credit" has also served us well as we developed worthy partners. Continuing to develop partners and "Share Credit" will add to our credibility and reputation. If BlueRibbon Coalition is to grow and to effectively serve our members, we must continue to "Take Credit" and to "Share Credit" where appropriate.

Questions or comments regarding this article should be directed to the BlueRibbon Coalition: Phone: 208-237-1008, Fax: 208-237-9424. Email: bjonim@sharetrails.org.

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Supporters like these allow Sharetrails/BRC to continue with its vital mission to protect YOUR recreation access!

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BAD BOYS RIDING CLUB GIVES GENEROUS DONATION

by JACK WELCH, Sharetrails/BRC Vice President

WINTER STARTED THANKSGIVING WEEKEND in the Big Horn Mountains, the site for the 16th Annual Bear Lodge Resort Bad Boys Riding Club annual dinner party and season kick off. I was honored to have been selected as the speaker at their dinner. In attendance at the event, hosted by Roberta and Rick Young, owners of Bear Lodge, were over 250 snowmobilers from all over the region. At the event the leaders of the Riding Club announced a $1,000 contribution to Sharetrails.Org/BlueRibbon Coalition (BRC) for use in Snowmobile Winter Use Issues and I thanked them for their generosity.

The Bear Lodge Bad Boys Riding Club was founded in 2002 by Tom Kostreba and Rick Young. The purpose of the Club is to promote year round awareness of the recreational riding areas in the Big Horn Mountains and the surrounding region open to those activities. The "Club" has only one activity each year and that is the $50,000 raffle/donation in which 500 tickets are sold for a $100 donation each. The main event is the dinner party where the drawing is held for the winning tickets for over $32,000 in prizes, including the $10,000 Grand Prize and cash prizes ranging from $50 to $500. The remaining $18,000 raised after the expenses of the raffle and the dinner are used to improve recreational opportunities and safety in the Northern Big Horns and support to snowmobile issues in the region. One example of a snowmobile issue in the region is Yellowstone National Park “Winter Use Issue” and the Winter Wild Lands efforts to limit snowmobiling.

On behalf of BRC I want to thank the Bear Lodge Resort Bad Boys Riding Club and all the snowmobilers that helped make the event a success and for their support of BRC. For more information on Bear Lodge Resort visit bearlodgeresort.com.

Voice of the BlueRibbon Coalition
Paul Turcke stands in front of the U.S. Supreme Court.
WINTER BECKONS, which occasions an Over Snow Vehicle (OSV) update. We are unqualified to predict snowfall, but the 2018-2019 legal season is shaping up to present a “normal” assortment of OSV issues, ranging from Subpart C planning in several forests to recommended wilderness/WSA management to proposed legislative designations. In this article we will focus on planning in five California forests, where final decisions and potential litigation could happen in early 2019.

You will recall the California processes have been percolating for several years now. An anti-access case now known as the “Snowlands lawsuit” was filed in 2011 claiming there was an illegal regulatory void. OSV interests, including ISMA, ACSA and BRC, gained party status in the case as intervenors, but the Forest Service settled the case in August 2013. The settlement outlined a timeframe for the Lassen, Tahoe, Eldorado, Stanislaus and Plumas National Forests to conduct planning and issue new decisions authorizing OSV access. The original settlement focused on designation of groomed routes, but Subpart C of the Travel Management Rule was woven into the planning efforts when that rule was amended in early 2015. We are nearing the end of those plans, with the Lassen at the forefront receiving an objection response issued on September 14, 2018. The Eldorado has become next in line, with a Draft Record of Decision issued October 31 and an objection deadline of approximately December 17, 2018. All five forests have at least issued a DEIS. When the Lassen completes various and typical “instructions” from the Objection Reviewing Officer, it can issue a final decision. There is no prescribed timeframe for that process – we have seen it happen in 60 days or take more than a year.

There are some similarities in the five proposed OSV plans and some differences. A key issue is the inclusion of 12 inch minimum snow depth prescriptions in all of the plans. Many OSV commenters, including BRC, have raised numerous objections to this element, such as noting that snow depth was considered in the Subpart C amendment, that specific prescriptions were intentionally avoided and final language carefully chosen that designations be based on “adequate” snowfall. Another key issue is treatment of the Pacific Crest Trail, including whether to impose non-motorized buffers and the number and location of OSV crossings. Each Forest includes site-specific controversy over particular route and area designations. As always, there are vociferous yet undocumented cries of “user conflict” and purported impacts to nonexistent or hibernating species.

There is some incredible high elevation backcountry in California, but the state is not typically
considered an OSV mecca. Still, the OSV community is carefully watching the California planning effort. Does California reflect a rollout of a new national strategy to mandate snow depth prescriptions? If so, is the agency locked in on 12 inches as the standard? Will resource analyses in California including issues like viewsheds, “quiet areas” or forest carnivore protections become a template(s) for other OSV plans? There are legitimate and divergent views on all these questions. In early 2019 we will start to see whether California will foreshadow OSV planning across the National Forests or be a blip at the periphery of the planning radar.

There are a number of parties/perspectives engaging in the California processes. The end of the administrative process is in sight, and it remains to be seen who might lead the OSV community in any subsequent proceedings. To quote from last year’s winter Legal article, “litigation and significant planning projects only happen upon request and with direct financial support. Your Legal Program can do a lot, but only if you deploy it.” Now is the time to chart a course through and beyond the end of the California OSV planning effort.
Safe Riders! video chapters are up and running on the ISMA Website

by ED KLIM • International Snowmobile Manufacturer’s Association (ISMA)

THE SNOWMOBILE MANUFACTURERS are pleased to announce that the Safe Riders! You Make Snowmobiling Safe® safety campaign is celebrating its 24th year of helping to educate snowmobilers to keep safety at the top of their minds while out riding. The campaign will continue to feature the Safe Riders! poster series, safety brochures, decals, and Snowmobiling Fact Book that we distribute free of charge to safety instructors throughout North America.

We are excited about the expansion of the Safe Riders! program with the addition of the new Safe Riders! video chapter series featuring 13 separate video chapters on snowmobiling lifestyle and safety related guidelines and practices. The chapters are each 1-3 minutes in length and can be viewed or downloaded from the ISMA website (www.snowmobile.org). The chapters can be viewed from our website through our YouTube channel, or, if needed you can download the segments to be used off your own computer.

The video chapters cover the following subjects:

1. Snowmobile Lifestyle
2. Getting Started in Snowmobiling
3. Impaired Riding
4. Snowmobile Avalanche Preparedness
5. Snowmobile Operation
6. Hand signals while snowmobiling
7. Snowmobiling on Trails and Respecting Private Property
8. Snowmobile Preparation
9. Snowmobile Apparel
10. Snowmobile Clubs and Associations
11. Locating Snowmobiling Riding Areas
12. Trailering for snowmobilers
13. Snowmobilers Ethics

The new video chapter series is very inclusive and is available for use immediately.

The Safe Riders! program has positively influenced, educated, and informed hundreds of thousands of snowmobilers around the world and we have distributed millions of posters, decals, brochures, and Fact Books to the snowmobile community throughout the 24-year history of the campaign.

We are now distributing Safe Riders! information to clubs, associations and safety trainers. If your club or association would like to obtain our free collateral materials, please contact the ISMA office (ISMASue@aol.com) to get a copy of our order form. Just fill it out and fax, email or snail mail it back to the office and we can send you the items you are interested in for your use this snowmobiling season.

We are looking forward to a great safe snowmobiling season.
MY NAME IS JACK JOHNSON, I am 88 years old and a four wheeler and rock hound for over 50 years. I have been fighting to keep roads and collecting sites open all of that time with little success as you know by the over 7,000 miles of roads that have been closed in Utah and the many WSAs that have closed roads and rock hounding sites.

I am now and have been a member of the following organizations: Utah 4-Wheel Drive Association (U4WDA), American Lands Access Association (ALAA), Rocky Mountain Federation of Mineralogical Societies (RMFMS), BlueRibbon Coalition (BRC), United Four Wheel Drive Associations (UFWDA), Expedition Utah, Rocky Mountain Extreme (RME4x4), Rough Wheelers IV Wheel Drive Club, CORAL, California Off-Road Vehicle Association (CORVA), California Four Wheel Drive Association (CA4WDC), WRA, Dirt Hedz Off-Road Club, LOST BOYZ, Timpanogos Gem & Mineral Society, R.O.C.K. GEM CLUB, Lone Peak 4 Wheelers, and I am sure there are others. I decided to leave California when Feinstein and Boxer took over the senate there. It was obvious that things would only get worse and they did.

I believe that the anti-access groups like Southern Utah Wilderness Alliance (SUWA), Sierra Club and the Wilderness Society with their millions of dollars have done an excellent job of making four wheelers the bad guys and dividing the various use groups against themselves. These groups include among others: four wheelers, rock hounds, ATV, hikers, UTV, campers, explorers, and sight seers (because it takes a car to get to a jump off site) trail bikes, motorcycles,
the old, the young and handicapped. Basically, any mechanical means of transportation. It is about time we got together and stopped bickering over imagined threats to one another and realized we are all in the same boat and it is sinking.

It is sinking more and more rapidly as time goes on because not only are roads and collecting sites being closed but there are more of us out there because we have more time and money than we did 50 years ago. What I am saying is that we are the problem as much as the anti-access groups. If we do not learn to get along and fight together then:

When Benjamin Franklin said "We must all hang together, or we shall assuredly all hang separately", he was saying that the Founding Fathers needed to cooperate to win the Revolutionary War. Because if they lost the war, they would all be executed by hanging as traitors.

In 2017 and 2018 two pieces of legislation were introduced in congress to release certain Wilderness Study Areas (WSAs) in Montana S.2206 and H.R.5148 “Protect Public Use of Public Lands Act”. If passed this legislation would release WSAs that have already been determined to be unsuitable for inclusion in the National Wilderness Preservation System.

There are 86 Wilderness Study Areas comprising more than 3.2 million acres in Utah alone and a total of 515 WSAs with over 12.5 million acres currently designated as Wilderness Study Areas in the U.S., we need to use this legislation as a template for creating similar legislation for the 12 affected states to either designate or release all these public lands.

It’s imperative that we work together to keep the lands that we use open and accessible for everyone and that we work to open up some of these public lands that have been closed off to us for so many years.
THE SAE CLEAN SNOWMOBILE CHALLENGE
began in scenic Jackson Hole, Wyoming, at Flag
Ranch near the south entrance to Yellowstone
National Park in the year 2000. The Challenge was
created by Co-founders and organizers, Dr. Lori
Fussell and Teton County Commissioner, Bill
Paddleford. Their collective vision was to engage
students from colleges and universities across North
America to design, engineer and create -- using
existing snowmobile platforms -- machines that
would resolve the growing concerns about the
environmental effect of snowmobiles on Yellowstone
National Park. The Challenge was in Wyoming for the first three years
and Sharetrails.Org/BlueRibbon Coalition (BRC) was one of the first
sponsors and continues that sponsorship today. In 2003, as the
Challenge grew in participation and public interest, it was moved to
Houghton, Michigan, to the Michigan Technological University
and for the last fifteen years has been hosted there.

This year, 13 teams competed with internal combustion engines, eight with diesel engines and five with electric sleds—a record number of competitors. I think Jay Meldrum, Director of the Michigan Tech’s Keweenaw Research Center, said it best in his description of this year’s very competitive event, "The competition is not about who finishes first ... it is a test of endurance, attentiveness to rules by riders, general performance, fun riding and environmental impacts."

Overall winner in the gasoline category:
Kettering University ($1,000 from International Snowmobile Manufacturers Association); University of Minnesota - Duluth ($750 from American Council of Snowmobile Associations); University of Wisconsin – Madison ($500 from American Council of Snowmobile Associations)

Overall winner in the diesel category: University of Wisconsin – Platteville ($1,000 from Oshkosh); Kettering University ($750 from Cummins)

Note, Jay Meldrum, Director of the Michigan Tech’s Keweenaw Research Center, announced at the Saturday evening Banquet, that “They will no longer allow electric snowmobiles to be part of the competition.” The reason that they will no longer accept entries of electric snowmobiles was none of this year’s entries completed all areas of the competition and one sled caused a very serious fire. In addition, electric snowmobiles have had a chance to be part of the Clean Snowmobile Challenge for many years but have had little improvement as compared to gas and diesel powered sleds.

As a judge at this year’s SAE Clean Snowmobile Challenge, I was pleased to join in and help. It was great being part the formative years of the Challenge which started in 2000. I look forward to judging again at the 19th Challenge in 2019.
THE AMERICAN COUNCIL OF SNOWMOBILE ASSOCIATIONS (ACSA) is a national organization that was formed to unite the snowmobile community. Because snowmobiling is enjoyed by millions of individuals across the United States, it was imperative that a strong national organization be formed. ACSA is that organization.

The story of ACSA’s founding is one of cooperation between the manufacturers and enthusiasts. The "Snowmobile Industry" had been located in Washington, DC for many years, but did not include all of the manufacturers. The manufacturers came to an agreement to form a new organization, the International Snowmobile Manufacturers Association (ISMA) – see Organizational Spotlight, Sharetrails Magazine, issue #14) and that organization would no longer be
located in DC. They also supported the enthusiasts starting an organization on behalf of snowmobilers across the country -- which would also not be located in DC. In June of 1995, with assistance from the manufacturers, snowmobile leaders from across the country formed the committee which founded ACSA.

The Objectives that were the basis for ACSA 23 years ago remain the same today:

- To provide member services, information and education to support snowmobile associations and other members, as appropriate.
- To provide information about snowmobiling to increase public awareness, understanding, and appreciation of the sport.
- To work with, and educate governmental entities and diversified coalitions to monitor legislative and regulatory initiatives that will encourage equitable treatment of snowmobiling, funding, and maintenance of snowmobile trails.
- To litigate for, and on behalf of snowmobiling/snowmobilers.
- To educate snowmobilers and the public.
- To unite with other user groups having similar objectives.

ACSA has continued in their dedication to this mission since then. As their website states, “Many snowmobilers are mistaken when they think national issues have no impact on their snowmobiling. Across the United States there are thousands and thousands of miles of snowmobile trails on public and private lands. Will these lands remain open for snowmobiling in the future? Long term use of the lands is no longer certain. Only the unified voice of the entire snowmobile community will help to guarantee the continuation of our sport.”

ACSA is dedicated to the future preservation of snowmobiling as a recreational sport. Over the years they have relentlessly and commendably continued in their efforts to defend the interests of their sport. ACSA works with the agencies that allow snowmobiling to take place on federal lands, such as the Forest Service, National Park Service, and the Bureau of Land Management (BLM). ACSA is proactive in monitoring legislation and regulations on the national level that may impact snowmobiling.
With the many changing faces in Congress, ACSA will be watching committee assignments and making sure the new members are educated on snowmobiling. This will be one of the many efforts at our 20th Annual Fly-In this spring.

To aid them in protecting the interests of snowmobilers, ACSA works closely with many other organizations at the national level, such as ISMA. They also work closely with many state and local snowmobile organizations and clubs. We commend them for bringing people together. Working in a unified fashion makes us all stronger.

At the time of this article’s writing, Christine Jourdain serves as the organization’s Executive Director, with Greg Hiles serving as their Board President. ACSA has regional chapters, including a Midwest Chapter (chaired by Dan Long) and a Western Chapter (chaired by Bert Miller). For the full list of their staff and Board of Directors, visit: www.snowmobilers.org/history-of-acsa.aspx.

“ACSA continues to educate and inform the public about snowmobiling,” Christine Jourdain told us. “To increase awareness, understanding and appreciation of the sport. Our website has many valuable resources and tools for the snowmobilers..."
at no cost -- many of these tools are valuable in working with landowners, agencies or the anti-snowmobile groups. We also operate the Snowmobile Safety and Access Information Center, located at http://www.snowmobileinfo.org, through a cooperative agreement with the Federal Highway Administration.”

Along with ISMA, ACSA is also closely involved with Safe Riders!, a Snowmobile Safety Awareness Program—headed by Kim Raap—that provides basic essentials about snowmobile safety and promotes safe snowmobile practices to supplement information provided by the state or province in which each snowmobiler registers or rides their snowmobile (be sure to check local rules and requirements before venturing out on the snow! www.saferiderssafetyawareness.org).

ACSA is also part of the GoSnowmobiling program, which promotes the sport of snowmobiling and provides information on how to get started (http://www.gosnowmobiling.org).

For more information about ACSA and what they are up to, visit them online (www.snowmobilers.org).
SHARETRAILS.ORG/BLUE RIBBON COALITION (BRC) was invited to be a part of the Colorado, Utah and Idaho Snowmobile Snow Shows.

The first show was October 6th and 7th in Denver, Colorado. This was the 33rd Annual Rocky Mountain Snowmobile Expo and again BRC was featured. I want to thank Snow GOER Magazine and the Colorado Snowmobile Association for inviting us. The second show was the Utah SNOWEST Snowmobile show held October 26th and 27th in Sandy, Utah. The third show was the Idaho SNOWEST Snowmobile Show held in Boise, Idaho. I want to thank SNOWEST for inviting us to the Utah and Idaho shows.

This year all three shows featured the new 2019 snowmobiles from the four manufacturers, Arctic Cat, Polaris, Ski-Doo and Yamaha. In addition, aftermarket products, resorts, lodges, trailers and...
destinations for snowmobilers were featured.

This year’s booths were staffed by myself, BRC Executive Director Spencer Gilbert and National Policy Director Ric Foster. Featured at the shows was the latest information on BRC Legal Action program which has helped maintain snowmobile access to Yellowstone National Park for the last 18 years. In issue #14
of Sharetrails Magazine (page 31) we covered the Yellowstone success story and the history of snowmobile access to Yellowstone National Park. At the various snow shows we attended, BRC leaders distributed the latest available update on the 2018-2019 Non-commercially guided access program for Yellowstone National Park at all three shows.

One of the highlights of the snow shows was that Spencer and I had the opportunity to meet with John Prusak, Editor of Snow Goer Magazine that puts the Expo on each year. Also, at the Idaho show Spencer and I spoke with SNOWEST Editors Lane Lindstrom and Steve Janes about issues facing snowmobiling including the ongoing efforts to maintain and improve snowmobile access to Yellowstone National Park. We also discussed the latest Winter Wildlands Alliance and other anti-access groups actions on Over Snow Vehicle (OSV) and Forest Service Travel Management Planning process. In addition, we talked about the ongoing efforts to limit snowmobile access in California National Forests based on snow depth. Watch for more information on these issues on our BRC website www.sharetrails.org and on our dedicated website for Yellowstone Snowmobile information: www.saveyellowstonepark.com.

The attendance at the Colorado, Utah and Idaho snow shows was up over last year and attendees were very upbeat about 2018-2019 season and hoped it would snow very soon, and it has.
BACKCOUNTRY UNITED is a group that describes themselves as both human powered AND motorized access recreationists who have set out to “change the public lands conversation and encourage positive communication and coexistence between all backcountry user groups.”

It started in 2013, when the Founder, Jon Miller, created a Facebook page “passion project” with the intention of bringing motorized and human powered content (and culture) together into one feed/conversation. Miller had been working as a creative director at an advertising agency on a leading powersports manufacturer account for almost a decade when he started Backcountry United.

“I wanted to bring people from different cultures to one page to see if I could establish common ground,” Miller told us, “and as a platform to foster positive conversation and collaboration. I also wanted to make ideas like environmental stewardship, etiquette, mutual respect between all backcountry users, and avalanche awareness as cool as the extreme sports that have drawn us all into these pursuits in the first place. Historically, safety and stewardship messaging has always been this boring, sterile, and low budget approach—unfortunately out of touch with their younger constituents. I felt that I could change that.”

While it wasn’t an accident that Miller set out on this mission, he claims that he had no idea where this dream would take him, or the people he would meet along the way. A creative professional and graphic artist, Miller continued to spread his ideas as far as he could, putting out stickers and t-shirts and making friends everywhere he went. In 2014 he started working with Skinz Protective Gear to develop some of his ideas for snowmobile accessories for the backcountry skier and snowboarder—specifically a tunnel rack designed to carry skis or a snowboard in the backcountry. “It’s great because the products naturally bring different types of users together,” Miller told us with a smile, “what I didn’t understand when I started was that I had to develop a new market segment in many ways, and I had to start to understand and break down cultural and social barriers if I wanted to see this market open up and become viable.”

Miller says his invention, the “Tsaina Rack” has become a stake in the ground, and a business card and flagship product which has opened many doors to some of the ski and snowboard industry’s top athlete personalities—by simply helping them bring their skis and boards into the backcountry. This product has literally brought snowmobiles and skiers and snowboarders together, developing the “hybrid sled skier” as a significant user demographic.

Miller has also assembled a team of influencers that he calls his “leadership team.” They come from various backgrounds in the powersports, snowsports, action sports, and outdoor industry—with expertise in building brands, running media companies, managing athletes, corporate sponsorships, and operating non-profits that work to save public lands access. “It’s an incredible team of passionate and powerful people, and I couldn’t do it without them,” Miller elaborated.

What was started as a grassroots for-profit brand, has now shifted their attention toward creating a non-profit structure that allows for their mission to get funding. “Currently we are all volunteers behind Jon’s idea,” said Mason Davey—one of the Backcountry United leadership team members—“but it’s all donated time and money coming out of our [own] pockets, we care about the cause so much that we have just continued to keep it moving forward while we work to figure out how to
make it a legitimate 501(c)(3) [tax-exempt non-profit]... because, you know, we need funding to do this work!"

“Backcountry United is currently going into our fifth winter season,” said Tana Hoffman—a Jackson Hole local and BCU leadership team member—“but things are different this year, because there’s a lot more energy surrounding the current public lands issues.” Another team member, Wyatt Caldwell from Ketchum, Idaho, added, “People are starting to pay attention to access related management plan revisions. Backcountry United has received positive praise for their efforts to speak up and [to help] spread awareness, encouraging the idea of civic participation and respect as part of the solution to these problems.”

Today, Backcountry United is working on organizing a series of industry leadership summit round tables, which are aimed at ultimately bringing powersports and outdoor industry leaders together. The goal is to enable discussions about public lands access, and to find sustainable industry and cultural solutions that allow for all who love the outdoors, to continue to stay connected to our lands.

“We also have aspirations to create opportunities for people to come together through our media and athlete influencers,” Miller said, “to get community boots on the ground to help the USFS and BLM with things like tree planting, trail cleanups and watershed restoration, [etc.]. But get back to us in a year... because this is all a work in progress.”

Visit the Backcountry United website to learn more at: www.backcountryunited.com, or visit them on Facebook at: www.facebook.com/BackcountryUnited.

WHEN HUMANITY BECOMES DISCONNECTED FROM NATURE, WILL ANYONE CARE ABOUT TAKING CARE OF IT?

Access matters, and for more reasons than many might think. The health of humanity AND the environment depend on it. At Backcountry United, we know that people recreate in many different ways. That’s why we are working to bring together ‘human-powered’ and ‘motorized’ industries and cultures to talk about the future. #themountainsconnectusall

Join the conversation @backcountryunited

See our products in action: #tsainarack
S&W ADVENTURE RIDERS is a club member of the CSA (Colorado Snowmobile Association) and was formed in 1997 in Colorado Springs, Colorado. The only purpose of the club is to offer unique snowmobile club adventure rides for its membership. It is one of the largest snowmobile clubs in CSA. An example of one of our most unique adventure trips was the first and only crossing of Colorado by snowmobile from the Wyoming Border to the New Mexico Border. This trip took two weeks, included an over the road coach, 5 semi-trailer trucks and three years of planning and was featured on regional television.

Other club treks include trips in Colorado, Wyoming, Utah, Montana, Idaho and New Mexico over the last 20 plus years. How do we make these trips unique? We ask local clubs and snowmobilers in the areas we are going to ride to act as guides,
riding with us and showing off THEIR GREAT SNOWMOBILING AREAS. The planning of some of our unique destination trips can involve using remote lodges only reachable by snowmobile, using semi-trailer trucks for portages of machines, fuel tankers at trailhead for refueling, over the road coaches, and other creativity.

We started the club with trips just in Colorado and over the years, S&W Adventure Riders Club has expanded to new locations outside of Colorado. Our club has members who live within and outside of Colorado; we have members from other western states and Canada. I think one of the best statements to describe our club is a quote from one of our out-of-state riders, “I do not have to know anything about the area we are going to ride. I do not have to find motels or meals for the trip. All I have to do is to travel to where the club trip starts and ENJOY THE GREAT SNOWMOBILING.” In addition, our rides provide for all types of riding abilities. We make sure everyone has a good time.

Jack Sheets and I founded the club and have been putting this kind of club trip together for many years. Note, the name of the club stands for the first letter of the two founders last names Sheets and Welch. A few years ago, the pair of Jacks asked Chuck Ramsey to join in the planning and leading the club trips. In recent years Jack Sheets has not been able to help with ride planning or leading trips, so Chuck Ramsey has replaced him. We have continued to put together unique snowmobile club trips, with destination rides as a normal part of most club trips. We do one or two trips in a season and they are generally one week in duration and are in February.

These club rides are a complete package: ride, motels, food, fuel and transportation, as needed. However, you do need a snowmobile.

My hope is that in this short article I have introduced you to the S&W Adventure Riders Club and give you an idea of who we are and what kind of snowmobile club adventures we offer. For more information on our club, visit our website at www.swadventureriders.org.

Club contacts are: Jack Welch at 303-324-7185 or jwelch@frii.com and/or Chuck Ramsey: 970-215-8865 or chuckr@swadventureriders.org
Email is a much quicker and far less expensive method of contacting our members than paper mail. Less money in overhead means more money for keeping trails open. Please contact our Chief of Staff, Mary Jo Foster (brmaryjo@sharetrails.org) and update your membership account with your current email, or update your email online at: sharetrails.org/myemail.

NOTE: We do not share membership lists or membership data with anyone without your explicit permission.
Built to combat all elements of the trail, the Patrol XC line is built with ultra-durable abrasion resistant materials that offers superior comfort, ventilation, and versatility.

ULTRA-DURABLE CONSTRUCTION