From TRAGEDY to TRANSFORMATION: BUILDING a CULTURE of SAFETY

By Chauncy Johnson, Co-Founder and Executive Director, Snow Angel Foundation

As another winter approaches, anticipation is building across North America's ski resorts. Chairlifts are spinning, families return to their favorite mountains, and millions of skiers and snowboarders will enjoy the sport we love.

At the Snow Angel Foundation, we share that excitement. But our purpose extends beyond great snow and memorable days on the mountain: helping more families return home safely.

For my wife, Kelli, and me, that mission is deeply personal.

On Christmas Eve 2010, our five-year-old daughter, Elise, lost her life in an on-mountain collision that also claimed the young man's life who collided with her and left Kelli with a traumatic brain injury.

We cannot change what happened that day. But we can work to prevent another family from experiencing the same heartbreak.

From Awareness to Action

In 2017, we partnered with the National Ski Areas Association (NSAA) to introduce the Ride Another Day collision-prevention campaign, emphasizing three principles: Be Ready, Stay Alert and Plan Ahead.

In 2023, we established the Snow Angel Foundation to expand that mission through education, training and engagement with ski resorts and communities.

During the 2025-26 winter season, the Foundation expanded its reach across North America, with more than 45 ski areas and resorts investing in safety training and awareness initiatives. From major destination resorts to smaller community ski areas, our partners are demonstrating that improving mountain safety is a responsibility we all share.

We are discovering something encouraging: safety is increasingly recognized not simply as a set of rules, but as a culture that must be developed, reinforced and embraced.

Our Triangle of Safety emphasizes three elements: Speed, Space and Self

Manage your speed. Give others adequate space. Recognize how your decisions affect those around you.

During the 2025-26 season, our outreach included resorts such as Jackson Hole, Big Sky, Sugarloaf, Sunday River, Killington, Brighton, and Gunstock, among others. Additionally, 26 ski areas invested in safety signage to reinforce collision-prevention messaging throughout their mountains.

We are especially encouraged by opportunities to reach young skiers and snowboarders through schools, ski clubs, race teams and youth organizations.

Partnerships That Make a Difference

Our growth would not be possible without the support of industry partners.

Relationships with the National Ski Patrol, NSAA, regional ski area associations, resort operators and companies such as Mammut are expanding our reach.

Additional partnerships with Precision Approach, Z-Patrol, Airflare and Colorado Ski Furniture demonstrate how businesses with different expertise can contribute to a common safety objective. People are paying attention, conversations are happening, and awareness is spreading.

Every Mountain. Every Employee. Every Guest.

As we enter the 2026-27 season, our focus is expanding resort training, strengthening partnerships, increasing youth education, and helping ski areas make collision prevention part of their everyday culture.

We believe every skier and snowboarder deserves the opportunity to enjoy the mountains without experiencing a preventable tragedy.

Shortly before Christmas 2010, Elise colored a picture of an angel and wrote, in her kindergarten handwriting, "From Elise to Evrewom," her way of spelling "Everyone."

Today, those innocent words remind us whom this work is intended to serve: everyone.

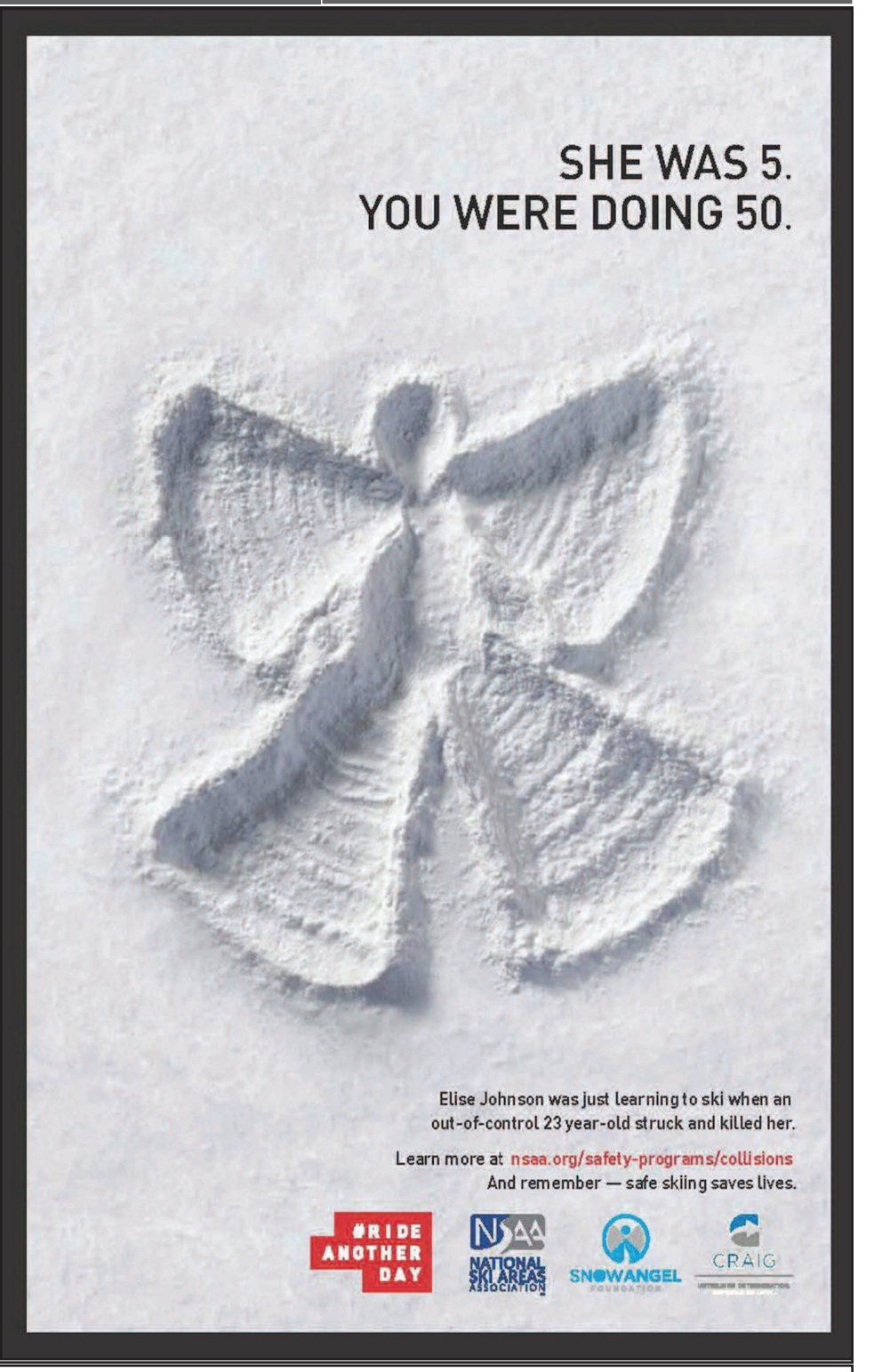
Our hope is that Elise's legacy inspires an industry where looking out for one another becomes second nature.

Because the greatest measure of a successful day on the mountain is not how many runs we take. It is that everyone gets the opportunity to Ride Another Day.

Read more info in our outer cover section.

Learn more at

www.snowangelfoundation.org.



NO NAME SALOON – PARK CITY'S ICON on MAIN STREET

PARK CITY, UT – Located at 447 Main Street in downtown Park City, No Name Saloon is one of the friendliest, most famous and best bars in all ski towns. Rumor has it that they sell more beer and more buffalo, actually bison, burgers than any establishment in Utah. With no beef burgers on their otherwise varied menu, the buffalo burgers are their most popular dish, and are served with homemade chips. You can easily find their menu at www.nonamesaloon.com/pdf-menus.

It was once one of Utah's private clubs until the laws changed in 2009. Since then No Name invites everyone to enter and chow down on their world famous buffalo burger and sip a brew from their large selection of local beers, whiskey, spirits and craft cocktails. Hint, all tap beers in Utah are by law maximum of five percent alcohol. Canned or bottled beer may be more or less strong. Enjoy your favorite brew to suit your personal taste.

No Name Saloon has interesting spaces for hanging out, or hosting a group or private event. The first floor bar area is a museum of Park City and Americana artifacts. TV screens, tuned to sports channels, are abundant on every level of the bar. The music from their speaker system is loud and the vibe is louder. This is not the place for an intimate, romantic first date.





No Name Saloon
Signs of the times along busy Main Street in the historic downtown area

PARK CITY, UT - On the left, a beautiful July day on Main Street as visitors stroll under the No Name saloon sign. In any season, especially winter, No Name is ready to welcome you to their unofficial museum. Among the memorabilia, you will be greeted by John Wayne and Elvis posters. If you look up you may even see a motorcycle hung from the ceiling. Trinkets large and small will keep you amused while you enjoy a famous Bison Burger and one of their many beverage choices.

SKIER NEWS photos - Dave Leonardi

The Spaces of No Name

No Name is a pretty big place. Over time, it has grown to include some unique spaces like the original Main Bar downstairs, the year-round heated rooftop patio and the latest addition of The Loft. If you are out with the family, there is the Annex Burger family dining room next door. You can always find a great place to hang out. Spaces are available for groups and private parties.

Main Bar

The original building footprint has been a barroom since 1959. Note the arched brick ceiling. The decor has been collected from all over the world and each piece has a unique story. The kitchen and back area were added on in 2007. The kitchen was renovated in 2020.

Mezzanine

Take a walk through the main bar, and take the stairs on your right leading up to The Loft and Mezzanine. Keep going up the stairs and you will land in the Mezzanine, a cozy little bar that also services the Rooftop. This is a great little place to hangout and chat with the bartenders when they have a little down time, which is not often. This area was part of the 2007 expansion, which included the Rooftop Patio.

Year-round Rooftop Patio

Through the back doors of the Mezzanine is the Rooftop Patio, one of the favorite places in Park City. You can hang out here any time thanks to the overhead radiant heaters and the heated floor. Work your way down to the end, and you can get a great view of Historic Main Street.

The Loft

On your way up the stairs, hang a right on the landing and you are in The Loft. Pull up a seat at the long bar made from up-cycled basketball court floor. Or slip into one of the super cushy booths under the crystal light of the vintage chandeliers. The Loft has lots of TV's; it is a great place to catch a game. It is also the perfect place to host a private event.

Find Annex Burger Next Door because Kids Are People too

Utah's liquor laws prevent anyone under 21 from being in a bar. However, No Name management bought a building next door and has a restaurant license for it. Named Annex Burger, it is the family friendly restaurant and bar side of No Name Saloon. It features the same menu as No Name, including their world famous buffalo burger, with the addition of a kid's menu. Bring the family and kickback in their newest location.

You need not be 21 to enjoy the menu a the Annex. They have open seating and you do not need a reservation.

If you are looking for a casual place for lunch, après-ski, early or late dinner or just a place to hang out at the bar with your friends, No Name is your Park City place.

See Max, Aaron or Romo behind the bar and say "Hi" to Craig the manager.

Please view, read and share this page online, and link to No Name, at: www.skiernews.com/West2027-Features.pdf and visit: www.nonamesaloon.com

Better yet, visit No Name Saloon first hand and enjoy it all. You will return.