



September 20th, 2023

Welcome Coulee Alpine Racing Families

We look forward to another year of working with your athletes and developing their love for the sport. Last season was one to remember, we had two National Champions, four athletes qualify for High School Ski Nationals, countless athletes' podium in races and the development of all our athletes has us ready for snow. There are many new and exciting things that are happening this season. There are improvements being made to Mt. La Crosse that will help us get on snow training earlier than ever, we have entered the Oktoberfest Maple Leaf parade to promote our athletes and proud sponsors and then continuing to develop our athletes with space that will provide us a home for the season at Mt. La Crosse.

Like in previous years, we will continue to utilize the SportsEngine App for a home for things such as registration and weekly communication with Parents and Athletes. If you do not have an account with SportsEngine, you can sign up for one at any time. When registering, please remember that SportsEngine has a 3.5% processing fee for any transactions. This season, we will have two different pricing structures, by signing up before November 15th, you can save on your registration.

Registration [LINK](#) opens on 9/27/23 @ 5:00 PM CT.

We will be starting Dryland Training again on October 17th at Bluffview Park. This training will happen weekly on Tuesdays and Thursday Nights from 4:30 to 5:30pm. Last season, we had some great gains with this part of the program and hope your athlete will be able to attend. High School athletes will be able to join the program a few weeks after. We will keep you updated on when high school athletes can attend. The cost of the dryland program is \$30. Please bring either cash or a check made out to Coulee Alpine Racing.

We will also be having a pre-season parent meeting out at Mt. La Crosse. The time and date is still being determined with the Mt. La Crosse staff. The ski shop will be open that night as well to help with any questions about equipment. We will update you once a time and date are secured.

For the 2023-24 Season, we will have two different online stores to purchase Coulee Alpine Racing apparel from. The first on-line store is SYNC. <https://syncperformancecustom.com/collections/coulee->

[ski-team.](#) This store has things such as official team jackets to team branded boot bags. Please remember, if you athlete needs a new coat to place your order prior to October 15th to ensure delivery and embroidery. The team jackets come plain, our team will collect any jacket and get them to our embroidery partner and back to you before Christmas. We have also partnered with a local retailer, Games People Play, to purchase Coulee Alpine Racing gear. The Games People Play store is designed to provide our parents with a location to purchase branded hats, t-shirts, and sweatshirts. The deadline to purchase things from the Games People Play store is Thanksgiving. Here is the link for the GPP Store: [Coulee Alpine Racing](#)

If you are receiving this, it is due to participation in our programs last season. If you know of any families interested in our program, please forward this letter to them. All of our information for the 2023-2024 ski season has been updated on our website www.couleealpineracing.org. Our race schedule that is on our website is tentative as the races are being finalized with age classes and the different regions of the US Ski and Snowboard Regions. Remember, if you have a U14 and under athlete, please check out the Pinski-Benjamin Cup race series held at Mt. La Crosse. This is a fun developmental racing series that enables our athletes to test out their skills and have a great time. We will also be hosting the Spring Fling race again this year. This is our club's major fundraising event. We will need volunteers for this event to make it all happen for our kids. If you have never worked at a ski race, don't worry. We still need you. We will find a spot for you where you will help the club and watch your athletes.

Looking forward to another great season on the snow, helping your athletes enjoy the sport.

- The Coulee Alpine Racing Board.