

# Klondike SNOWMOBILE ASSOCIATION

## PRESIDENT'S MESSAGE

# The value of membership

THE KSA MEMBERSHIP CREATES A SERIOUS WIN-WIN SITUATION



**Mark Daniels**  
KSA President

Wow! What a great summer. That was one of the nicest I can remember and I've been lucky enough to enjoy over 40 Yukon summers. Snowmobilers are typically the outdoorsy type who enjoy crossover activities like camping, fishing and ATVing. We like to be outside, regardless of season. I hope you all enjoyed the summer as much as I did. As we put away the RVs and send the kids back to school, our thoughts turn to snow and, hopefully, to renewing our KSA memberships. A KSA membership is a win-win: members win by enjoying serious discounts on food, fuel, clothing, hotels and more. Organized snowmobiling wins by uniting the voices of more than 800 members advocating for land access, trail designation, infrastructure funding and maintenance programs.

Memberships expire at the end of September each year and we begin our renewal drive each August with mail-outs. Inevitably, we end up sending two or three renewal reminders to some members. Every

minute we spend licking stamps and stuffing envelopes could be spent maintaining trail, applying for project funding, or attending a community meeting to make sure that snowmobilers have a voice when decisions are made about such things as trail usage designation. So, please send in your annual renewal as soon as you can.

Also, take the time to promote the benefits of a KSA membership to your friends and your employer. Corporate membership is a great way for businesses to show support for the KSA, the Trans Canada Trail and the recreational trail system in general. Gold Corporate membership also includes two ads in our KSA newsletter that is distributed directly to over 800 members and indirectly to thousands more. More and more people are realizing the benefits of a KSA membership. Our membership numbers are growing each year and are outpacing the general growth in population in the Yukon.

**Continued on page 2 ►**



Mark Daniels photo

Phil Perrin and crew are seen sweeping bridge decks on the Trans Canada Trail.

## Introduce a friend to a great sport

by MARK DANIELS

The 6th annual Take a Friend Snowmobiling Week is scheduled for February 8 to 17, 2014. The Take a Friend Snowmobiling campaign is all about introducing non-snowmobilers to our winter recreation of choice.

Research shows that people want to go snowmobiling but don't know how to get started. A vast majority of non-snowmobilers who live in the snowbelt are very interested in snowmobiling. When asked to rate their interest on a scale of one to 10 (10 being the highest level of interest)

**Continued on page 2 ►**

### ► INTRODUCE A FRIEND *Continued from page 1*

non-snowmobilers rate their interest at nine.

Research has also shown us that most individuals that live in the snowbelt see snowmobiling as a great way to:

- Enjoy the scenery
- Get outdoors and have fun with family and friends
- Go to unique places and see amazing sights
- Have fun in the winter outdoors, and
- Go home tired and ready for a good night's sleep.

By planning a ride for others, we take the guesswork out of it for those that might not try it any other way. Buying a snowmobile is a great investment so if we can show people how to get started properly, they might be more inclined to join us in our clubs, associations, and on the trails or in the mountains and open riding areas.

Sometimes individuals have little knowledge about snowmobiling. If we take them out for a ride and show them how much fun it is and how wonderful it is to experience the winter in a unique way with friends and family, we can shed a true light on the family activity of snowmobiling.

Many people, after having tried snowmobiling for the first time with friends, purchase a snowmobile and join a club—all because somebody asked them to come along.

More info can be had at [www.snowmobile.org](http://www.snowmobile.org) but please don't wait for Take a Friend Snowmobiling Week to get a newbie or someone who hasn't ridden for a while out on a snowmobile. ■

### ► MARK DANIELS *Continued from page 1*

More information and membership forms can be found on the Membership page of our website ([www.ksa.yk.ca](http://www.ksa.yk.ca)), at the local dealerships and various corporate sponsors in Whitehorse, or from the Dawson City Sled Dawgs in Dawson. Feel free to contact us at 667-7680 or [klongsnow@yknnet.ca](mailto:klongsnow@yknnet.ca).

One notable change to membership benefits for this year is a reduction in the discount at McDonald's from 20 per cent to 10 per cent. Apparently, the new tills at McDonald's aren't programmed for any discount greater than 10 per cent. We'll let you know if anything changes in this regard. McDonald's continues to be an invaluable corporate sponsor and the KSA appreciates the company's continued support of organized snowmobiling in Yukon.

Once we have our AGM and the board is established for the upcoming season we'll schedule a number of organized activities. In the meantime, there are some international events you may want to keep in mind, as outlined in several articles in this edition of the KSA newsletter. ■

## Ride sober: it's the smart choice to make

International Snowmobile Safety Week will be January 18 to 26, 2014. Across North America, many clubs and associations take this time to teach snowmobilers about safe riding and many dealerships help by putting on seminars teaching customers how to maintain their sleds and keep them running in top condition. Visit [www.snowmobile.org](http://www.snowmobile.org) for more info on safety week.

Safety is so important to the KSA that we emphasize it year round with safety-related

articles in the KSA News, email notes to members, trail conditions posted under Trails and general safety information posted under Safety on our website. We also have a safety trailer that we take to events. We've offered up that trailer for bylaw officers to use in their education campaigns at the public schools and elsewhere.

Snowmobile safety has always been challenged by riders who make the poor decision to consume alcohol during a ride. The Canadian Council of Snowmobile Organizations (CCSO) has taken a clear position statement on alcohol and riding. Under the *Zero Alcohol - Your Smart Choice* program, organized snowmobiling advocates that every snowmobiler take the personal responsibility of choosing to ride impairment free. By making the Smart Choice all participants can choose not to have any impairment prior to going snowmobiling or during any ride.

The 10 reasons to adopt the Smart Choice position are:

1. Choosing the *Zero Alcohol - Your Smart Choice* approach will save lives and reduce injuries.
2. Alcohol increases the risk of injury from other factors such as excessive speed, night riding, ice riding, road crossings and riding unfamiliar terrain, including off-trail.
3. Alcohol increases the risks associated with snowmobiling to an unacceptable level.
4. Snowmobiling takes place in an unpredictable and uncontrolled natural setting.
5. Snowmobiles offer few structural features to protect participants, being more like motorcycles than automobiles.
6. Research clearly shows that, at a blood alcohol concentration (BAC) of .08 per cent, a person is 11 times more likely to get ►

► **RIDE SOBER** *continued from page 2*

killed while driving a car than at .00 per cent BAC.

7. Impairment starts with the first drink.

8. *Zero Alcohol - Your Smart Choice* is a good news story that will help change the public perception of snowmobiling.

9. *Zero Alcohol - Your Smart Choice* is an excellent risk management strategy that will help protect riders' overall insurability and reduce their liability.

10. Within the context of the Go Snowmobiling campaign, *Zero Alcohol - Your Smart Choice* is a positive factor in recruiting new participants.

The incidence of alcohol involvement in preventable snowmobiling fatalities and injuries is well documented with the highest proportion of alcohol-related snowmobile crashes occurring at night among 19- to 34-year-old males. One of the images that the general public has about our sport is that all snowmobilers drink alcohol while operating their snowmobiles. And, as we all know, that is not the truth! This image is perceived because many fatal accidents, as well as other accidents, involve the snowmobile operator's use of alcohol. We need to change this image.

In an effort to eliminate alcohol as a major contributing factor in snowmobiling fatalities and injuries, the snowmobiling community unanimously adopted a Zero Tolerance position on drinking and riding. At the International Snowmobile Congress in June 2002, the snowmobile organizations en-



Harris Cox photo

**The Rodney Cox Memorial Bridge over Sima Creek.**

dorsed zero per cent blood alcohol content as the only acceptable level while riding a snowmobile.

The CCSO has partnered with Mothers Against Drunk Driving ( MADD ) since 2002. They kick off International Safety Week every January with the first day called Alcohol Awareness Day. This day of celebration is to bring awareness to riders about riding alcohol free and to always make the Smart Choice when it comes to alcohol and snowmobiling.

The Zero Tolerance program is voluntary. It is not a mandatory program and does nothing to affect current laws that set the legal blood alcohol level. It is meant to reinforce and complement existing safety initiatives such as public education, policy/legislation and enforcement already in place in many jurisdictions across the country. Hopefully, peer pressure will prevail and snowmobilers will take the Zero Tolerance pledge: "Zero Tolerance I Say, 'til I'm Done

**Continued on page 4 ►**

## Membership Form

Time to renew your KSA membership. Do you know someone who should become a member?

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

Membership dues for the 2013/2014 season:

Single \$20  Family \$30

Corporate \$100  Gold Corporate \$300

Please make cheques payable to:

**Klondike Snowmobile Association,  
4061 - 4th Ave., Whitehorse, YT Y1A 4H1**

## Membership Benefits

- KSA membership card
- KSA newsletters (four per year)
- KSA licence plate and decals
- Input into the development of KSA policy
- Assistance with problems, projects and trail development initiatives in your area
- A strong, unified voice with government and other agencies
- A guarantee that volunteers are working on your behalf to enhance and promote trails in the Yukon Territory
- Five free issues of *SnoRiders* magazine
- 5% discount on Airport Chalet rooms
- 6% off gas at Tags 4th Ave. Whitehorse (not valid during gas wars)
- 10% off at Mark's Work Wearhouse on regularly priced merchandise; separate card required, which is issued with membership
- 10% off at Mt. Lorne Bed and Breakfast - [www.klondikeriv.com](http://www.klondikeriv.com)
- 10% off at Klondike RV Rentals - [www.klondikerv.com](http://www.klondikerv.com)
- 10% discount at McDonald's restaurants - Whitehorse (not valid with other offers)
- 20% off at Sandor's (Chilkoot Mall) on regularly priced goggles, gloves, toques, snowpants, jackets and snowboards
- Special rates at Choice Hotels - see [www.choicehotels.ca/ccso](http://www.choicehotels.ca/ccso) for details; only available for online bookings
- Special prices on Haber Vision sunglasses and goggles - see [www.habervision.com](http://www.habervision.com) for details; member code is "CCSO"
- Corporate Members can link to our website
- Gold Corporate Members get two free single-issue 1/8-page ads per year in our newsletters.



If you have comments, photos or story ideas for the Klondike Report send them to:

**Mark Daniels, Klondike Snowmobile Association**  
4061 - 4th Ave., Whitehorse, YT Y1A 4H1  
Phone 867-667-7680 • Email: [klonsnow@ykn.net](mailto:klonsnow@ykn.net)

### KSA corporate members

Alsek Valley Contracting - Whitehorse  
 Atlin Inn - Atlin, BC  
 Bombardier Recreational Products - Sherbrooke, QC  
 Braeburn Lodge - Braeburn  
 Brewery Bay Chalet - Atlin, BC  
 Capital Helicopters - Whitehorse  
 Centennial Motors - Whitehorse  
 Checkered Flag Recreation - Whitehorse  
 Choko Design - St. Leonard, Quebec  
 City of Whitehorse  
 Clear Communications - Whitehorse  
 Fireweed Helicopters - Whitehorse  
 Heritage North Funeral Home - Whitehorse  
 Kanoë People - Whitehorse  
 Keno Community Club - Keno  
 Klondike Visitors Association - Dawson City  
 Lister's Motor Sports - Whitehorse  
 Locksmith Services - Whitehorse  
 Nomad Air - Whitehorse  
 Philmar RV Services - Whitehorse  
 Quality Bearing - Whitehorse  
 SnoRiders Magazine - Cranbrook, BC  
 Tourist Industry Association - Whitehorse  
 U-Brew Yukon - Whitehorse  
 Village of Mayo  
 Wilderness Tourism Association - Whitehorse  
 Yukon Alpine Association  
 Yukon Avalanche Association  
 Yukon Honda - Whitehorse  
 Yukon Meat and Sausage - Whitehorse  
 Yukon Motorcycle Centre - Whitehorse  
 Yukon Trappers Association - Whitehorse  
 Yukon Quest  
 Yukon Wide Adventures - Whitehorse  
**Corporate Gold:**  
 Canada Flooring - Whitehorse  
 Main Street Driving School - Whitehorse  
 McDonald's - Whitehorse  
 Polaris Industries - Winnipeg, Manitoba  
 Safe Trails North Training Services - Whitehorse  
 Yukon Yamaha - Whitehorse

### ► RIDE SOBER *Cont'd. from page 3*

for the Day.”

The CCSO wants you to always return home safely from your adventures. Your sled can easily take you miles away from home, where help isn't readily available if you get into difficulty. ■

### Signage provides clear direction

by MARK DANIELS

On the heels of the City's decision to suspend residential development in the middle McIntyre Creek area until Whistlebend fills up, the Friends of McIntyre Creek (FOMC) partnered with the Yukon Conservation Society (YCS) to secure \$10,000 from the Walmart Evergreen Fund for a trail mapping and signage project. FOMC has worked closely with the City of Whitehorse and the KSA on this project. The City installed the posts and the KSA installed the regulatory signs. FOMC also consulted with the Takhini North Community Association, the Porter Creek Community Association, the Yukon Bird Club, the Yukon Orienteering Association, Yukon College instructors, local mapping and wildlife experts and environmental educators.

According to the YCS, McIntyre Creek and surrounding wetlands and forests provide habitat for small mammals, birds and fish. It's also been identified as an important wildlife corridor for large mammals including moose and bear. The central location and wildlife viewing opportunities make McIntyre Creek a popular recreational area that has resulted in impacts including trail expansion and wetland compaction.

Middle McIntyre Creek is the area bounded by the Porter Creek neighbourhood,

Mountainview Drive, Yukon College and the Alaska Highway. An extensive trail system is utilized for motorized and non-motorized recreation. There are multiple access points. The most established are dirt roads from past mining, logging and infrastructure development. Some interpretive signage exists on Yukon College land, but there is little elsewhere.

The project, which started early this summer and will wrap up in early winter, first mapped trails and assessed trail use and conditions in the area, including locations of environmentally sensitive and impacted areas. Based on this information, directional and interpretive signage was developed and installed in conjunction with the development of five self-guided hikes. Interpretive and directional signage identified the recommended routes for motorized and non-motorized use. Motorized routes are those designated in the applicable bylaws.

By providing clear direction through the area, directional signage will encourage users to concentrate their activity on main, signed trails, reducing impacts across the entire area. Interpretive signs and the self-guided hikes encourage use of a primary trail network and raise awareness of the social, environmental, cultural and educational values of the area. Walkers, hikers and bikers will have signed and mapped routes that are mainly separate from the key motorized trails. Providing signed and mapped alternate routes to non-motorized users should reduce the potential for conflict amongst trail usages.

A key concept in this project is that all activities have an impact on the environment. No use or user group is exempt from the obligation to act responsibly to lesser the impact of their chosen activity. ■

