

# LEADERSHIP PARK CITY

APRIL 2013



## What's Up With Heinrich Deters (16)

### Happy Trails

In a community that focuses so much on its love of the outdoors, **Heinrich Deters (16)** plays a super important role. Park City Municipal's Trails Coordinator for the past 6 years, Heinrich's current official title is 'Trails & Open Space Project Manager'. He oversees all of the city's property, open space and developable, and oversees the city's Walkability Initiatives.



Heinrich, his wife and kids Harley and Race

During his tenure, Heinrich has observed some major changes in the growth and connectivity of our trail networks.” ***Walkability infrastructure and connectivity has increased through projects such as the Bonanza and Comstock Tunnels as well as neighborhood pathways in Prospector and Park Meadows.***”

***Coordination of trails and trailheads between the city and the basin has improved, more winter trails have been developed and we've realized economic benefits from marketing exposure of our trails and trail events.***”

When asked how important it is for Park City Municipal to work in partnership with Basin Recreation and organizations like Mountain Trails Foundation, Heinrich said, ***“Essential! We call the system ‘seamless’ and that is an attribute of close collective planning and implementing.”***

Like most jobs, not everything is easy sailing. When asked about the biggest challenges he faces, Heinrich said, ***“Keeping the public informed and engaged, understanding that decisions need to be made for the public's benefit, not just a specific user or special interest group.”***

However, along with the challenges, there are rewards. According to Heinrich, ***“Every day, I get the opportunity to weigh in on decisions that make Park City, the greatest place to live.”*** What is a reward for Heinrich is a gift for all of us who enjoy using this incredible trail system.

Heinrich's vision of our trail system continues into the future. ***“There are several connections for summer and winter that I would love to see come to fruition, including conceptually connecting the PC system to Midway via Wasatch State.”***

Having such complete knowledge of our extensive trail system, Heinrich does have a favorite of his own. “I have two small kids now and I love riding along the McLoed creek trail checking out the stream.”

Already a city employee when he applied to the Leadership program, Heinrich was motivated to participate because of his respect for Myles Rademan, one of the co-directors. ***“He is such a great asset of our community. His early efforts in preserving open space set the foundation for what is so treasured today.”***

‘Networking’ is a term not only associated with trails but also with our Leadership Program. A member of Leadership Class 16, Heinrich’s experience with the program continues to have an impact on aspects of his job thanks to the networking. ***“I still work with several members of the class in different functions.”***

### Smile and Say Hello!



When asked if there are any insights regarding our wonderful trail system of which he would like alumni to be aware, Heinrich replied. ***“Messaging and acting on proper trail etiquette is integral to the success of the trail user experience. In the simplest of terms, slowing down, smiling and saying ‘Hello’, goes a long way in removing preconceived notions of bad behavior.”***

**That’s Heinrich’s daughter, Harley modeling proper etiquette. Thanks, Heinrich for all you do to develop and maintain a year round trail system of which we can all be proud. For information on our trail system, maps, proper trail etiquette, events and more...see the feature nonprofit article in this issue on MOUNTAIN TRAILS FOUNDATION.**

### LPCA Evening at SLAC's Saturday's Voyeur



Once again, LPCA is hosting an evening at Salt Lake Acting Company's Saturday's

Voyeur. The date is **Thursday, July 18**. We will have the Green Room reserved for a preshow Happy Hour and request that attendees bring an appetizer to share and their beverage of choice to enjoy. Popularity of the show is growing and booking tables was tough this year. We have six tables (four top) and also the first four rows of seats reserved until June 1. Tickets are \$35 per person. **To reserve your spot, contact Barb Bretz by June 1.** Indicate if you prefer a table or regular theatre seat. Email [bbretz56@msn.com](mailto:bbretz56@msn.com) to RSVP and send your check payable to Barb Bretz to: 7405 Stagecoach/PC,UT/84098

### Alumni Active in Nonprofits

### Community Speaker Event

Following their March class meeting and dinner, Leadership class 19 and other community members enjoyed presentations by Bill Marolt, President and CEO of the United States Ski and Snowboard Association and a member of the US Olympic Committee and Jill Layfield, CEO of backcountry.com

#### Bill Marolt



Standing in front of the "Best in the World" slogan, Marolt explained that before the skiers and snowboarders on the US Olympic team met their goal.....they wrote it down and displayed it. His philosophy is "You achieve what you emphasize" whether it is athletic goals or financial goals. He said leaders need to

## Mountain Trails Foundation

One well-known fact about Parkites is that whether we are biking, hiking, skiing, climbing or just enjoying the view, we LOVE our outdoor environment. Our extensive trail system has been developed overtime with the cooperation of Park City Municipal, Basin Recreation and nonprofit organizations like Mountain Trails Foundation.



### Established in 1992



From the beginning, the mission of Mountain Trails Foundation has been to advocate the building and improvement of trails while working with local governments, private landowners, developers and the general public in an effort to educate these groups on the benefits of a non-motorized, outdoor recreational amenity.

In 1992, Park City had only a few hand-cut trails on private lands. Today we enjoy a network of nearly 400 miles of trails in Summit County existing on both public and private lands. That result is greatly due to the efforts of Mountain Trails Foundation operating in partnership with Snyderville Basin Recreation District and Park City Municipal.

Park City has long been known as an alpine skiing Mecca, but Summit County's Nordic trails system has grown tremendously in both size and popularity over the past several years. It has truly become a world class Nordic system rivaling the best in the country. Park City and the surrounding area now boast nearly 80 kilometers of groomed, multi-use winter trails.

### Leadership Alumni on MTF Board

be knowledgeable, passionate, able to delegate and flexible.

### Jill Layfield



Jill Layfield's knowledge and passion for backcountry.com were evident as she explained how the company began and how it has developed over the years. She describes backcountry.com as one third retailer, one third software development and one third consumer internet.

### Events Calendar

**Saturday, June 1-**  
Last day to RSVP for Saturday's Voyeur.



**Thursday, July 18, 7:30 p.m.-LPCA**  
Night at Saturday's Voyeur. Save the date.

**Monday, July 8-** Alumni Picnic. Save the date.

### Leadership Park City Alumni on Facebook



Join us on Facebook! Remember the best thing about Leadership? Of course, it's the wonderful people you met and the connections you made. Look for the Group Leadership Park City Alumni on Facebook and join our group. No spam, no advertising.....just a way to keep in touch with your fellow alumni and a chance to meet and network with some people you may not know and to find out what activities the alumni group has in store.

### Join LPCA

Several alumni of Leadership Park City serve on the Board of Directors; **Shawn Stinson (3), Senta Beyer (5) and Lynn Ware Peak (11).**

Lynn, who has been on the Advisory Board for three years, has been a longtime supporter of Mountain Trails. ***“For my personal interests and the manner in which I choose to spend free time, this is the most important group in town! I admire what they’ve achieved over the years in increasing the miles of trails from 10 miles 20 years ago to 400 miles of trails today. I also think the product of this nonprofit may serve more individual users than any other nonprofit in town. It’s about lifestyle and MTF represents the Park City lifestyle.”***

Like all nonprofits, MTF depends on local donations and volunteers for support. Lynn’s philosophy about donating and volunteering puts everything in perspective. ***“I would say that about 80% of Park City’s residents use our trails, however, a very small percentage of folks actually support trails. I like to think of a contribution to any non-profit as what you think it’s worth to you on a daily, weekly, monthly basis. Was that bike ride worth \$3, \$5, \$10 to you? Sometimes I liken the experience to what we pay to go ski at a resort for a day. If we think of a bike ride or a hike or a run on a trail as being worth even \$5, and we do that 15-20 days of the month...make that calculation and most of us would find that we don’t support the local non-profits enough. That said, if we can’t afford to make a monetary contribution...trail building is fun, hard work!***

MTF does need volunteers for events such as the Park City Marathon, the Jupiter Peak Steeplechase, the Tour Des Suds, the Mid-Mountain Marathon and on trail work days. Information about volunteering can be found on their website: <http://mountaintrails.org/>

**\*We** support the Leadership Park City Program.

**\*We** provide on-going education for program graduates.

**\*We** provide on-going networking opportunities.

**\*We** undertake activities benefiting our community.

\$25 annual membership runs from October 1 through September 30. Find out how to join by emailing Barb Bretz at: [bbretz56@msn.com](mailto:bbretz56@msn.com)

## Got Alumni News?

Please feel free to contact us with news regarding you or your Leadership Classmates.



Suggestions for future articles and

news to share with Leadership grads are encouraged and appreciated.

Editor contact information below:

## Your Virtual Leadership Mentor

Anyone interested in researching the topic of Leadership and self-education on the subject will find a treasure trove of resources compiled for you in the **VIRTUAL MENTOR** section of the Leadership link on the Park City Website. (<http://www.parkcity.org/index.aspx?page=236>)

This list of resources and tools could be helpful to anyone wanting to learn about successful leaders or improve their own leadership skills. Check it out.

The site also contains maps of the summer and winter trails, trail etiquette and also up-to-date reports on trail conditions and grooming reports and ways to contribute.

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