

Mt. Bachelor names new president

by Bend_Weekly_News_Sources

Twenty-six year veteran returns after four years away BEND, Ore. “ Mt. Bachelor announced today that Matt Janney is returning to the ski area after four years of running ski resorts in California to become the president and general manager of Mt. Bachelor. Janney had previously worked at Mt. Bachelor from 1977 to 2003 in a variety of departments, culminating in fourteen years as director of mountain operations.

In March of 2003, Janney was promoted by Powdr Corp to be the president and general manager of their three resorts in the Lake Tahoe area of California. He has simultaneously run Alpine Meadows, Boreal Mountain Resort, and Soda Springs Mountain Resort since then.

The Lake Tahoe region is considered among the most competitive ski markets in the country with 16 resorts including Squaw Valley and Heavenly vying for regional skiers from San Francisco, Sacramento, and Reno. Nationally, the Tahoe area resorts compete for skiers and snowboarders with Colorado and Utah. Among those competitors, Alpine Meadows is known as a challenging big mountain resort. Boreal is the Tahoe area’s only all mountain terrain park and Soda Springs is a small family area which introduces new people to skiing and snowboarding.

Janney expressed his enthusiasm for returning to Mt. Bachelor, “I grew up in the ski industry at Mt. Bachelor, and my time at the California resorts has added significantly to the breadth of my experience in this business. I love the mountain and the people at Mt. Bachelor, and I’m looking forward to bringing back some of the competitive knowledge I have gained to polish this wonderful resort just a bit more.”

In addition to his ski industry experience, Janney spent six years with the U.S. Forest Service. He spent three of those as a “smoke jumper” fighting fires throughout the western United States by parachuting into forest fires in wilderness areas not easily accessed by vehicles.

Janney started at Mt. Bachelor as a lift operator in 1977 and over the next ten years worked his way up to lift operations manager. Simultaneously, he worked in the National Ski Patrol where he eventually earned a certificate of appreciation for 20 years of service.

By 2003 when he left Mt. Bachelor as director of mountain operations to become president of Powderâ€™s California resorts, Janney had overseen World Cup race events, directed major search and rescue operations, and implemented crisis response plans for Mt. Bachelor involving the Deschutes County Sheriffâ€™s Department, the Bend Police Department, and the U.S. Forest Service. In California, Janney added the conversion of Boreal to an all mountain terrain park to his resume.

Janney noted that he tries to keep things in perspective and said that at least a small part of his excitement about his new position at Mt. Bachelor was related to the area as well as the mountain. â€œTruckee, California is a nice place, and we have enjoyed it very much, but the Bend area is home for our family,â€• explained Janney.

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