

IADC Tusk Force Meeting 02/24/11
Brainstorming Session: Group 1

Brainstorms

The group's consensus is that there should be a convergence of Snowmass Village (SV) and the Ice Age, which should extend to something even broader than the Ice Age, something timeless and eternal, such as "Where Science Summers."

Branding that *SV is the Ice Age Town* – that SV owns this and that we dig the past – begins at the main door to SV and the Ice Age. Ideas include:

- a. Drive-Thru Mammoth or Mastodon – an overpass spanning the road into SV
- b. *Ski the Tusks* – tusk shaped ski runs renamed for the discovery
- c. *Ride the Horns* – see above
- d. Annual Teletusk Race
- e. Science Mile Markers - in town, along trails, along runs (including but not limited to animal-specific information)
- f. Green House and Ice House

Quotes

Other quotes related to the Ice Age include:

- a. Ice Age USA
- b. Real Mammoths Live/Ski Here
- c. Mammoth California Has Got Nothin'

Cover

In addition to the ideas and lines in other sections, the cover includes the lines:

- a. Snowmass is the Ice Age
- b. Snowmastodon

Headlines

- a. Hike/Ski Where They Walked
- b. I Couldn't Get Away from the Giant Bison in Snowmass Village
- c. Science Has Been Coming to Snowmass Village For 150,000 Years
- d. Learn from the Big Guys

Sidebars = Events

- a. Sloth Race or Slowmass

- b. Lab Notebook (similar to the tourist attraction passports to mark where visited) to mark what see and/or learn as tour *SV*
- c. Movies
- d. Dig Re-creation
- e. TromBone Shorty Concert
- f. Lab - for students/young scientists and/or professionals for learning and/or research
- g. Science Education and Professional Development and Continuing Ed
- h. Time Travel Trail Guide
- i. Thursday Night Concerts at Ziegler Reservoir (if possible)
- j. Bone-a-Thon Fundraiser - names on bones, like art pavers in Base Village
- k. Speaking Engagements and Lectures