

WINDHAM MOUNTAIN CLUB

Weekly Email Program — Selected Campaigns

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Windham Parks: The Next Era

A season-launch editorial introducing the new era of Windham Parks — new logo, new leaders...

Brand + Community

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A Halloween lifestyle email weaving the legend of Rip Van Winkle with seasonal storytellin...

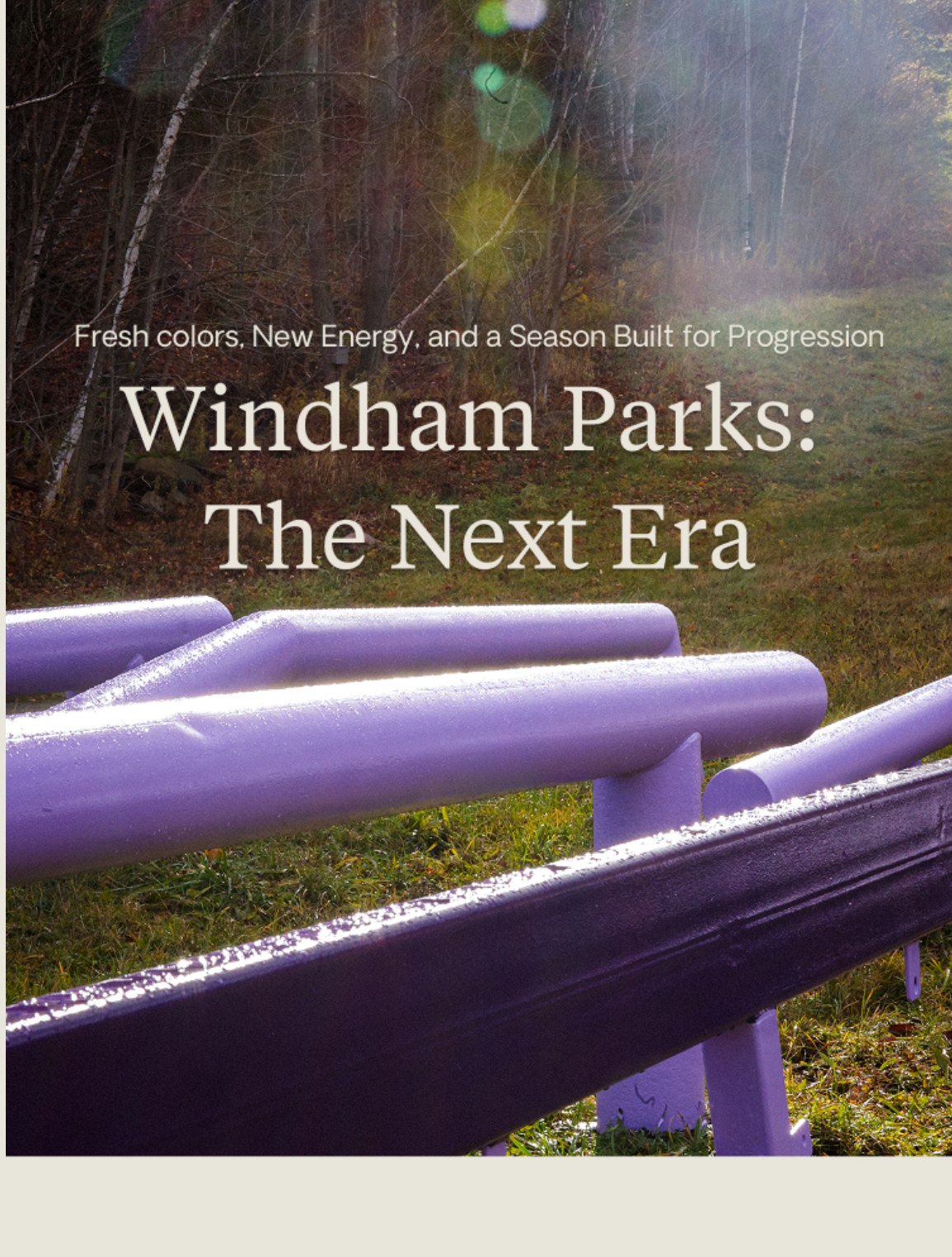
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Partnership Spotlight



Windham Mountain Terrain Parks

A New Era Begins

Windham Mountain Terrain Parks is entering a new era with a fresh look, new leadership, and renewed energy for the season ahead. The parks are getting a retro-inspired refresh, featuring a **new logo** and **updated rail colors** that capture the creativity and spirit of the freestyle community.



The New Head of Windham Parks

We sat down with **Robbie Gilbertsen**, the new manager leading the charge for Windham's terrain parks this season. With a full fleet of freshly refabbed features and a renewed creative direction, Robbie is bringing fresh energy, a new vision, and a community-focused approach to the parks.

Q&A With Robbie

- 1. Can you start by telling us a bit about your background and what brought you back to Windham?**
"I'm Robbie Gilbertsen. I'm the Terrain Park Manager at Windham Mountain Club. I grew up here in Windham. I started my parks career here in 2013. I left in probably 2016, went on to be a supervisor and fabricator at Sugarbush Parks. I spent the past nine years there, and I had the opportunity to come back here and bring back everything I've learned to Windham."
- 2. What excites you most about leading the terrain parks this season?**
"We've got a great crew this year. We've refabbed every feature in our fleet. We got tons of support, and we got a lot to prove."
- 3. How would you describe your vision for Windham's parks?**
"Skatepark on snow."
- 4. What's one improvement riders can look forward to this winter?**
"Building a community together with creative parks, staple events, and new colorways and logos."
- 5. How do you and the crew decide what features to build or switch up?**
"We pull a lot of inspiration from snowboard videos, other parks, urban landscapes, street spots, and we change up the features based on how the flow is or if a feature starts to get stale."
- 6. What makes a great park setup in your eyes?**
"Good flow."
- 7. How would you describe the vibe of the park community here at Windham?**
"Tight-knit and welcoming."
- 8. What's your favorite feature to ride or build?**
"My favorite feature to ride is probably a big tube or a wall ride. My favorite feature to build has got to be a kink rail."
- 9. Describe this year's park in one word.**
"Creative."
- 10. What do you hope riders take away from their experience this season?**
"Have fun with it."



Our First Park Event of the Season

We're stoked to announce our first park event of the season, **Ignite the Light!** Hosted by local pro snowboarder **Johnny O'Connor**, along with **Mike Rave**, **Naima Antolin**, and the **Windham Parks** crew, this event brings together park riders of all ages and abilities for a day of learning and connection. Whether you're a beginner hitting your first feature or an advanced rider chasing a new trick, this event is all about **progression, community, and fun**.

Event Goals

Progression: Freestyle can be intimidating, especially when others are watching. We're here to help riders step out of their comfort zones with encouragement and support, from first drops to big milestones.

Connection: The snowboard community is built on camaraderie. No matter your age or ability, when we ride together, we grow together.

Life Skills: Beyond the tricks, snowboarding teaches presence, confidence, and connection. This event helps riders strengthen both the physical and mental sides of their craft.

Event Details

Date: December 21
Time: 10 AM – 4 PM
Location: Wilbur Park

Event Highlights

- On Board Initiative Fundraiser
- Live Music on the Hill
- Free Hot Chocolate
- Custom Awards for Participants
- Prizes from Sponsors

Supported By: Capita Snowboards, Union Binding Company, Vans, Airblaster, Coal Headwear, GNU Snowboards

In Johnny's Words:

"Ignite The Light is a community-focused freestyle event that encourages progression and connection for riders of all abilities. This event supports the On Board Initiative, a local program helping youth and adults in Windham build active, healthy lifestyles through board sports."



Johnny O'Connor is a professional snowboarder, local legend, and lifelong Windham native who carries on his family's legacy as owner of **Jimmy O'Connor's Windham Mountain Inn**, a beloved local staple. In 2024, he founded the **On Board Initiative**, offering free skateboard lessons and equipment to local kids with the goal of building a community skate park. Johnny continues to inspire others to ride hard, give back, and grow together through shared passion and community.

Join us for a day in the park, connecting and embracing community at Windham Parks.



Rip Van Winkle's ghostly tale lives on this Halloween

The Catskill's Original Ghost Story

Discover the Legendary Tale Hidden in the Catskills

When the autumn air turns crisp and the orange leaves begin to drift, most of us think of the headless horseman and the spooky folklore of the season. But just a few towns away from Windham Mountain Club, another timeless story was written that's deeply rooted in these very mountains. Washington Irving crafted the short-story classic Rip Van Winkle, set right in the Catskills.



The Story of Rip Van Winkle

Long before ski trails carved these slopes, there was Rip Van Winkle.

Rip Van Winkle was a kind-hearted man living in a small Dutch village at the foot of the Catskill Mountains. He was beloved by his neighbors, quick to help them, and yet, when it came to his own household, the farm drifted, the soil failed him, and his wife lamented his wanderings.

One autumn day, tired of his chores, Rip took his dog Wolf into the woods of the mountains for some peace. Under the shade of the trees, he stumbled upon a mysterious stranger in old-Dutch garb carrying a keg of liquor. Without a word, Rip helped him haul it up into a hollow among the rocks. There he found a group of ghostly men dressed in archaic fashion, playing nine-pins (a sort of early bowling), their game clattering like thunder in the mountain air.

Rip joined them, drank from their keg, and then fell into a deep sleep. When he awoke, everything had changed. His musket was rusted, the dog gone, his beard grown long. Returning to his village, he found the world altered. The inn's sign now bore the portrait of George Washington instead of the king of England. The villagers asked him whom he had voted for, though elections were foreign to him. He discovered his wife had died; his son now looked exactly like him. He had slept for about twenty years.

Some said he met the ghostly crew of Henry Hudson, cursed to roam the Catskills forever, rolling their thunderous ninepins. Others said it was a dream. But when storms pass through these mountains, some still say they hear the sound of the pins echoing high above Windham Mountain.

[Read the Full Story](#)



Book a stay and hear the ghostly echoes.

The Catskills hold stories in every shadow and echo. As night settles over Windham, the mountains come alive with whispers of the past. The same slopes where Rip once wandered still hum with mystery and legend. Stay with us, explore the woods, and listen closely. You might hear the faint roll of ninepins deep in the hills.

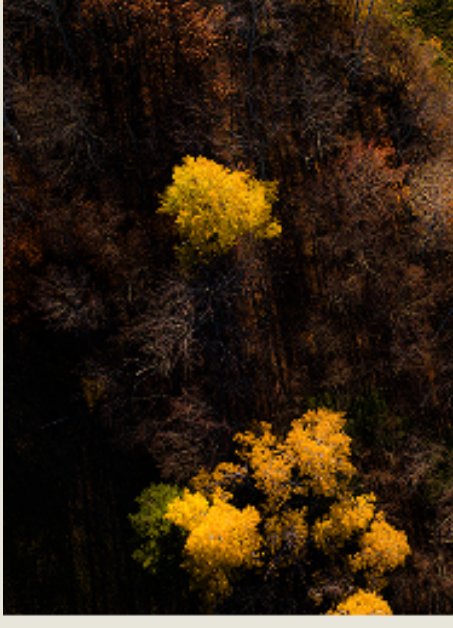
[Book your stay and experience the legend for yourself.](#)



Ski-Themed Halloween Outfits

Bring the slopes to spooky season. From retro neon one-pieces to ski patrol heroes and après ghosts, there's no shortage of mountain-inspired looks to try this Halloween. Grab your gear, add a little flair, and bring the slopes to your Halloween celebrations.

[Find more ideas here](#)



Adaptive Sports Foundation Redefining What's Possible

This week, we're proud to spotlight an organization we're honored to support, the **Adaptive Sports Foundation**, whose work centers on access, inclusion, and expanding the joy of outdoor sport for all. Based slope-side at Windham Mountain Club, ASF creates life-changing opportunities for individuals of all abilities to experience the mountain in meaningful and empowering ways.

ASF Website



About the Adaptive Sports Foundation

The Adaptive Sports Foundation is a nonprofit organization dedicated to empowering children and adults with physical and cognitive disabilities and chronic illnesses through adaptive outdoor sports. For more than 40 years, ASF has helped individuals build confidence, independence, and connection through skiing, snowboarding, and year-round fitness programs. Their mission goes beyond sport, it's about opening doors, creating opportunity, and redefining what's possible.

Based slope-side at Windham, ASF provides specialized instruction, adaptive equipment, and a deeply supportive environment led by experienced staff and dedicated volunteers. Participants come to the mountain to try something new, push personal boundaries, and discover a sense of belonging that extends far beyond the slopes.

Families, athletes, and volunteers often describe ASF as a community as much as a program, one built on encouragement, shared progress, and genuine joy.

Throughout the winter season and beyond, ASF offers adaptive ski and snowboard lessons, camps, competitive training, and ongoing fitness opportunities designed to meet participants exactly where they are. Whether someone is stepping into adaptive equipment for the first time or training toward athletic goals, ASF creates space for growth, confidence, and lifelong impact.

Donate to ASF



ASF Film: *We Are Athletes*

ASF's mission and impact are powerfully captured in their short film, *We Are Athletes*. The film shares the stories of adaptive athletes whose determination, resilience, and camaraderie highlight the transformative power of sport. It's a moving reminder that athletics are not about limitations, but about possibilities, community, and pride. We highly recommend taking a few minutes to watch and experience their story.

Watch We Are Athletes



This Weekend: ASF Benefit Concert Featuring The Nerds

This weekend, we invite you to support the Adaptive Sports Foundation by attending their benefit concert featuring live music from **The Nerds**. Known for their high-energy performances and crowd-favorite hits, The Nerds will bring the party while helping raise vital funds that directly support ASF's adaptive sports programs. It's a great night of music for an even greater cause, and every ticket helps ensure these life-changing programs continue for seasons to come.

Purchase Tickets

Upcoming Events:



Women's Fear Clinic | January 28–30
Build confidence on snow during this immersive clinic led by Mermer Blakeslee, designed for skiers of all levels. A supportive, skill-building experience focused on navigating fear while refining technique.

Tickets



Après Music Schedule
Après every Saturday starts on The Patio with a DJ from 1:00–4:00 pm, then carries on at Seasons Mexicana from 4:00–7:00 pm with live music to keep the vibes going well after last chair.

Schedule