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a·près-ski

ˌäprā ˈskē/

noun, often attributive

The social activities and entertainment following a day's skiing. May involve the consumption of adult beverages and bragging about the day's ski exploits. Sometimes leads to an evening of awkward, high-altitude dance moves.

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INTRODUCTION

Getting rad on the slopes is only half the recipe for the ultimate North Tahoe ski vacation. What happens after you click out of your skis or unstrap from your snowboard can make or break a ski trip.

The après ski scene is littered with both opportunities and pitfalls. And we are here to assure you grab the opportunity to be an après ski hero, and don't become the object of public shaming when you swagger into a local watering hole in designer ski pants that are

worth more than the bartender's Subaru and order an obnoxiously obscure cocktail that requires eyedroppers and small spray bottles to create.

Follow these guidelines to navigate the North Tahoe après ski scene like a sponsored skier shreds the Fingers under **Squaw Valley's** KT-22 chairlift on a powder day, whether you are a daytripper on a tight budget or a high roller looking to live large.



WHAT TO WEAR

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WHAT TO WEAR

Your tech company's IPO made you a multi-millionaire: Don't rub it in. **Patagonia** (that's Patagucci to the locals) will do.

You have three screaming kids and you may have been wearing a Baby Bjorn around the ski lodge: What you wear doesn't really matter, because it will soon be covered in baby food. You're not out to impress anybody. If the server knows what is good for him/her your drink will arrive promptly, no matter what you are wearing.

You're single and ready to mingle:

The secret of ski town attire is nailing the appropriate level of disheveled dress. Wear brand new ski jackets and straight-from-the-store-shelf jeans and you will brand yourself as a **"gaper."** Instead, wear something that has a couple ragged edges, but is not ragged, and you might even pass for a local. And that might help you convince that hot Australian ski instructor to join you for an après drink.

#ApresHero

WELCOME TO THE

NORTH TAHOE

GOGGLE TANNING

SALON.



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WHAT TO WEAR

You're a quasi-professional skier:

First of all, welcome to the most underpaid and overplayed profession on the planet. Everyone in a ski town is a “professional” skier, whether they are sponsored by their friend’s sweatshirt company or by K2. Wear a flat-billed hat and your sponsor’s clothing.

Act like you are a big deal.

You're a ski bunny in training:

Tahoe is not all second-hand puffies and duct-taped ski pants. Don’t be afraid to embrace your inner ski bunny and throw on some furry boots and [Lululemon](#) yoga pants. The locals might laugh, but you are on vacation and you really shouldn’t care what people think. Throw caution to the wind and get your ski fashion on with confidence. Remember, the locals laughing at you are wearing [Carhartts](#).



WHERE TO GO

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There are many ways to après. You can order rounds of \$1 PBRs with the locals, or you can splurge and dine in style at **Ritz-Carlton**, Lake Tahoe or at **West Shore Café** in Homewood.

Here are some guidelines on where to go depending on who you are.



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TAKE A RIDE IN

THE HOT TUB

GOOD-TIME MACHINE.

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WHERE TO GO

You've read "Squallywood," the book:

Head to [Le Chamois](#), one of the most iconic ski bars on the continent and a place that Powder Magazine called "a vortex that draws people in at the end of the day where they can brag about what they skied." Some of the world's greatest skiers and snowboarders have bellied up to the bar here — from Olympic Gold Medalist Jonny Moseley to Shane McConkey and Scot Schmidt. Located in Squaw Valley's old Olympic House, the bar overflows out onto the snow in spring.

Unless you did a backflip off of the Palisades that day, don't talk much. Just sit, enjoy the view and a cold beer, and listen to ski stories from some of the world's best skiers. If you'll be drinking at "The Chammy" all season long, buy a "Buddy Pass" and get locked into 20 Budweisers for \$40.

BEING BLUE

NEVER FELT SO

GOOD.

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WHERE TO GO

You can pizza, but you're afraid to french fry: Try to forget all those yard sales and dull the aches from your embarrassing ragdolls down the slopes by going big once your ski boots come off. Head to **Mikuni Sushi** in The Village at Northstar and order two rolls that could aptly describe what you did on the slopes: the 911 Roll and the Train Wreck Roll. Wash them down with either some sake or Sapporo or both (if you really need to forget that last crash) and vow to take a ski lesson your next time in North Tahoe.

You're a beacon-wearing backcountry teleskier: A Bud Light (with or without lime) is not going to do it for you. If we know anything, we know you like your beer hoppier than the Energizer Bunny. Head to the **Mellow Fellow** in either Crystal Bay or downtown Truckee and choose from their constantly rotating menu of 40 craft beers on tap. Or head to the **Fat Cat Café** in Tahoe City to re-fuel. Dork out on avalanche conditions with fellow teleskiers, AT skiers and splitboarders. Or simply sip your hoppy beer and talk about the majestic art of the free-heel tele turn.

WHERE TO GO

You dance better than you ski:

The Crystal Bay Club and Casino is one of the most underrated music venues you will find anywhere. The Cold War Kids, Dr. John, The Mother Hips, and local favorites like the Dead Winter Carpenters play here. You can dance your heart out in the Crown Room or try your hand at blackjack in the casino.

You skied bell to bell and your legs feel

like Tapioca pudding: This might not be the evening to twerk the night away on the dance floor. Instead, head straight to the hot tub at your condo, vacation rental or hotel. You can knead your legs back to life as you enjoy an after-ski soak, hopefully with a cold beverage in hand. Soak long enough to ensure your legs have enough life to answer the call the next morning.



WHAT TO DRINK

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WHAT TO DRINK

You work for Google and you make more in your year-end bonus than the year's wages of all of the lift operators at Squaw Valley combined:

Buy the bar a round of drinks. Face it, you're probably secretly jealous of the lift instructor three bar stools down who skis every day in sunny North Lake Tahoe while you slave away in your corner office. Don't be the aloof rich tech guy from Palo Alto with a superiority complex. Buy some drinks. Make some friends. You can't take that tech money into the afterlife.

You barely scraped enough gas money together to make it to the slopes:

The Cornice Cantina's "shifter" — a \$1 PBR — was made for you. Just make sure you have enough cash to tip the bartender at this local's bar in the middle of the Squaw Valley parking lot near the Far East chairlift.

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YOU SKIED YOUR

LAST RUN

IN RECORD TIME.

COLLECT YOUR

BLUE RIBBON.



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WHAT TO DRINK

You just spent a day teaching your son or daughter how to link turns together:

This is a moment for genuine celebration, and one of the great things about Tahoe — memories that last a lifetime are made here. Continue the good vibes by heading to **Jakes on the Lake** in Tahoe City or **Lone Eagle Grille**, in Incline Village and treating the family to a great dinner. The views of Lake Tahoe will take your breath away. And you can laugh about the day, and cherish the moment, as you take in the sunset over Lake Tahoe

You like the smell of horseradish in the morning:

Maybe last night made for a rough morning. Or maybe your legs need a noon breather with a side of liquid relaxation. Whatever the excuse, **Sugar Bowl Resort's** renowned Bloody Marys are never a bad choice. Festooned with olives, pearl onions and green beans, with a kick of hot sauce and horseradish, grab this drink at the lively Sierra Vista bar in Sugar Bowl's Judah Lodge or on the historic hardwood bartops of the Belt Room Bar at Sugar Bowl's snowbound lodge below the Mt. Disney chairlift.



DO YOU

LIKE THE

SMELL OF

HOT SAUCE

IN THE

MORNING?



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WHAT TO SAY

Avoid 'bro speak': Don't try to overcompensate for your status as an out-of-towner by trying to speak the local lingo. Asking "Did you shred the gnar today bro?" is not going to trick anyone into believing you are a pro skier. Be normal. Have fun. Speak English, bro.

Be courteous: There is nothing worse than an angry tourist with a bad attitude. Don't be that guy or girl. You're on vacation in Tahoe. Put a smile on your face. Be nice to people. Tip well. Your vacation will be a lot more enjoyable (for you and the people around you) with that attitude.

Share the stoke: One of the greatest things about Tahoe is the high concentration of positive, energetic and enthusiastic people who live in, and visit, the area. Keep the positivity going by sharing your awesome day on the mountain at the bar. This is not a license to be an annoying braggart. Just re-live your best moments and be prepared to laugh at your worst. You're away from your fluorescent-lit office and you just spent a day skiing in one of the most magnificent places on earth. It's perfectly normal to be stoked.



AVOID

BRO SPEAK,

BRAH.

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SOCIAL MEDIA TIPS

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If you land a 720-double-cork-rodeo-hamburglar but it's not posted on Instagram and Twitter, did it really happen? If you run into Shaun White during après, end up partying the night away with the leather-pants-wearing gold medalist, and you don't come away with a Facebook photo, was it all a dream?

Avoid these existential questions by being on your social media game at all times. Follow these selfie tips to make sure your epic North Tahoe vacation is thoroughly documented.



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**IF YOU STOMP THE
LANDING, BUT IT'S
NOT POSTED ON
INSTAGRAM, DID IT
REALLY HAPPEN?**



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SELFIE PRO TIPS

the chairlift selfie

Avoid the glove or ski pole drop:

Amateur selfie photographers often reach for their smartphone only to see their ski glove flutter off the chairlift and land on an unskiable cliff band, or their ski pole clang onto some beginner's helmet below. Secure all clothing and equipment prior to selfie. Nothing says "tool" like a chairlift-riding tourist snapping outstretched-arm selfies as his or her gear rains down on the slope below.

Think about goggle placement:

In the sunny springtime, strip off those goggles and fearlessly show those reverse raccoon eyes — the rad North Tahoe "goggle tan." If you choose to keep your goggles on for the selfie, remember you risk the reflection of your Samsung or iPhone in the goggle glass never a good look.



**EMBRACE THE
OVEREXPOSURE,
MR. CHAIRLIFT
SELFIE MAN.**

#ApresHero



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SELFIE PRO TIPS

the barstool selfie

Avoid the Photobomb:

Bars breed photobombers. After a couple drinks, perfectly courteous patrons feel a sudden urge to jump into the background and steal your social media thunder. Selfies, by their very name, are all about you. Make sure there are no lurkers waiting to pounce into your frame before lining up your shot.

Think about beverage placement:

Don't be afraid to line up a beverage in the foreground of your selfie. But remember, moderation in this world of social media oversaturation is the best policy. You don't want to come across as if you just carpet-bombed your liver by having a twelve-pack of empty bottles cluttering your shot. Keep it classy.



ARE YOU AN #APRESHERO?

Prove you can après all day by entering North Tahoe's "#ApresHero" competition. Take a photo or video of yourself dominating the après ski scene and post it to social media using the hashtag "#ApresHero" to be entered to win a \$25 gift card to Patagonia, Lululemon, Sugar Bowl Resort or Le Chamois & Loft Bar. Four winners will be chosen by North Tahoe at the end of the 2013-2014 ski season.

For more information on entry requirements & contest guidelines, visit:

gotahoenorth.com

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