

# NEWSLETTER

The Thredbo Alpine Museum Membership Community at large wish to grow!

## Membership Drive 2021

Help us build our membership ranks and base with your help and participation

### Become a Member!

- You are a perennial skier, snowboarder, cross country skier, mountain biker or an alpine hiker -
- Love Thredbo and the Snowy Mountains - and wish to preserve its history and heritage -
- Help us celebrate snow sports with the stories that inspire others to seek adventure -
- Share a quest to preserve our world class snow sports collection which chronicles the history of skiing in Australia -
- Help us support our volunteers, (and join to help should you wish to do so), to showcase our world class collection to the public -
- Join our members at our various social gatherings. Our members are a like minded group - passionate about alpine heritage and share a wealth of experience - of Thredbo, the Snowy Mountains and snowsports -

## Membership Drive 2021 and a Pandemic Overview

In adversity there arises opportunity, and since the pandemic took hold your committee has taken the opportunity to review our operations across the board. It has become apparent that our growth and development has become static: having reached a mature life-cycle stage in our development. In part also due to the attrition of the body membership as they age and/or move on. Our review sought

not only to appraise how best to increase our numbers, but included marketing, governance and the implementation of a succession plan as well. One important issue, previously brought to your attention was the renovation and update of the TAM facility, particularly in light of the modernization changes recommended by Thylacine. That is to facilitate progressive change an improvement at the cur-

rent premises in the shorter term: with a digital interactive update and installation to revitalize the current premises, irrespective of space requirements. The renovations are now completed. Randy Wieman and Erol Hanlon are to be commended in spearheading the project with the installation of three TV monitors. To date the feedback by our visitors have been very positive.

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60 Years at The Denman

## Membership Drive 2021

The FB wine-raffle managed to recruit (initially) a good number of new members.

In particular I extend a warm welcome to the Naomi Freuden family who just joined. Our families are close, having watched the 'Freuden kids' run amok in the patrol rooms all over the mountain during the 1970's and 80's (any further commentary is classified, and highly censored). Those years were the formative years of the patrol, and George played a major part in laying down the foundation for TSPA, which nowadays is acknowledged as a world class patrol. A warm welcome to my close friend, David Pohl. David at six, and this writer at fourteen, schemed in the summer of

58/59 and set up a money-making venture. Together we captured and stored grasshoppers in match boxes to flog to the Czech trout-fisher-folk, desperate for live bait when the trout were on. These personal snippets of social and cultural history may not seem overly significant in isolation, yes just a fragment, and yet they augment and help to capture the tapestry, atmosphere and picture of the times; and are recounted to hopefully inspire members to come up with contributions of their own. Please contact a fellow committee member or the Oral History Manager should you have an article in mind. It is important that these stories do not lapse into oblivion, they constitute part of the rich social fabric of village life in those times.

And a warm welcome to the Brauer family, well known local identities in the village. Caroline, as the KT Director of Marketing; a great asset to the TAM with her knowledge and experience at KT. More so should she wish to contribute further, in a voluntary capacity as well. Our committee extends a heartfelt warm welcome to all of our newly joined members.

FaceBook followers form an integral part of our target market: and compared to our general membership comprise a broader market segment, that we wish to attract. Our overarching aim is to entice and recruit the younger and 'middle aged' segment of the market: those with a decade or two of experience of

### A Heartfelt And Warm Welcome To All Our New Members!

**BRETT WEBB • PAUL BROWN • JENNIFER CAREY FAMILY • LIZ POZNIAK •**

**SHELDON POZNIAK • SONIA DAVIDSON • NAOMI FREUDEN FAMILY • ANTHONY**

**MYERS • BRIAN CASH • JESSE GILLARD • LINDY ALFONSO • PAUL FOSTER FAMILY •**

**MEAGAN CUTCLIFFE • ANTHONY NIELAND FAMILY • KRISTIN FILDES FAMILY •**

**MICHELLE STEVENSON • VIDA JOVANOVSKI • CAROLYN MAJOR • KRIS LAIRD**

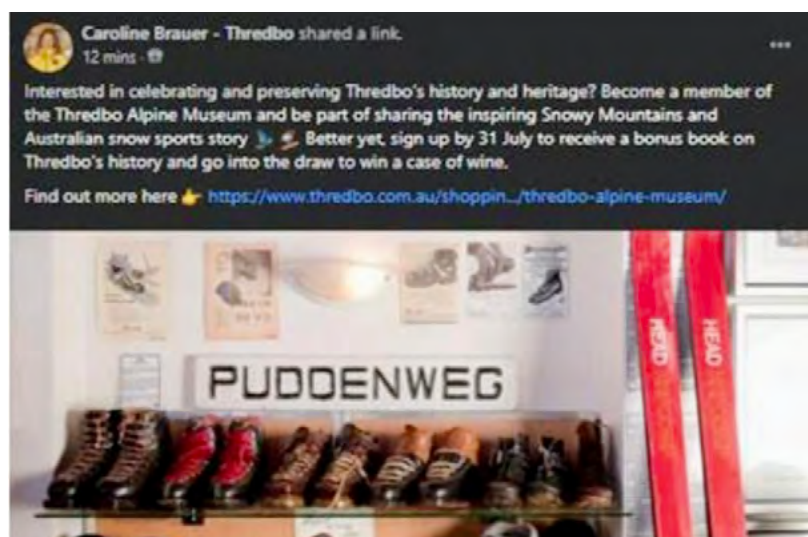
**HARDMAN • TIM GREGORY • DAVID POHL FAMILY • STEVEN DAVIS-RAISS FAMILY •**

**CAROLINE BRAUER FAMILY • LESLEY DE LORENZO • WARWICK HASTIE •**

## Wine Raffle Winners!

• NEW MEMBER: MEGAN CUTCLIFFE • 10 YEAR MEMBERSHIP - RACHEL & MICHAEL HAYDON •

Thredbo up their sleeve, the true 'snow-alpine-lovers of Thredbo and the Snowy Mountains'. With ongoing social media promotion our target audience should become more familiar with TAM as well as our rich alpine heritage and hopefully join up and participate. Our devoted membership are encouraged to help and support us in this cause.



The cooperation, help and support of the marketing arm of KT (Kosciuszko Thredbo Pty Ltd) in this endeavour has been particularly helpful and welcome. Their assistance in helping TAM in the initial launch phase of the drive has resulted in far more exposure than we originally anticipated. KT Marketing assisted in the initial phase by committing to the following:

- Promote on our internal staff 'Workplace' platform. Similar to Facebook, this is an internal social media platform that we use internally for communicating with all KT employees (both seasonal & year-round)
- Include a tile in our Local Area email, distributed to anyone who has opted into our marketing within the local area (including Thredbo, Jindabyne and surrounds)
- Update the TAM landing page on the Thredbo website with details of the recruitment drive.



The 'Monaro Post' has kindly helped out as well!

Such supportive editorial content is very beneficial, as the Snowy Region is one of the most likely catchment areas from where we hope to entice new members. This unexpected and welcome press promotion is another positive development.

Over the coming months we could see further results come in; with an uptick in membership recruitment over time as the impact of ongoing promotion takes hold.





## Marketing

The points canvassed in our operational review fall mainly into this category; with the overarching aim of fostering development and growth of TAM to underpin the next stage of our evolution. In April at a Special General Meeting (SGM) the membership universally approved the adoption of a sole brand, Thredbo Alpine Museum.

**THREDBO ALPINE MUSEUM INC** – under the Associations Incorporation Act 2009 (the Act) received by NSW Fair Trading on 01/07/2021. The Association's name has been changed effective from 16 July 2021.

We are still awaiting ratification on the ASIC (Australian Securities and Investment Commission) company's register, and the register of ACNC (Australian Charitable and Not-for-profit Commission), for the company name to become legally binding. Once the lay public are able to (readily and seamlessly)

donate charitably across multiple digitally integrated social media channels, the marketing logic of this change will become much more apparent.

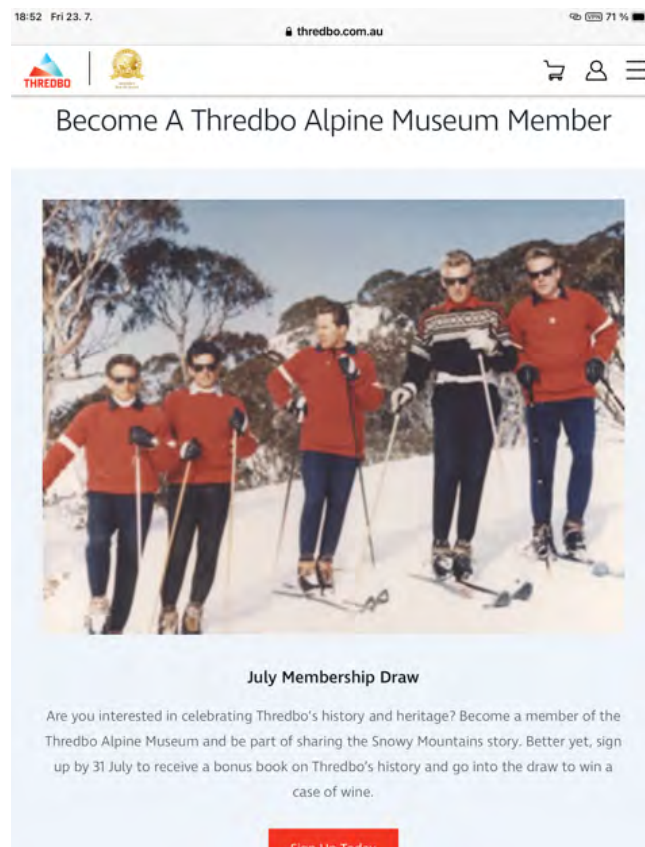
KT has always been most supportive and helpful over the years. But with two of our legends achieving milestones in 2021, and the ensuing associated celebrations, (for those members fortunate enough to participate), despite the pandemic, 2021 has definitively been eventful. Eventful regarding the level of co-operation working together with KT; which has peaked to unprecedented levels of collaboration. Building on this platform in tandem, particularly with the leveraging of video, photos, and historical resources, we can more readily achieve our common objectives. Singularly to help KT develop and deepen Thredbo's identity further still: and together foster significant and sustained growth of TAM.

## Succession Plan

We need to foster a membership culture within the local community and in the region that honours voluntary service. In particular to foster greater participation by members to serve willingly on the TAM committee. Only through your participation, with the turnover of committee members, those with the business acumen to prosecute new and fresh ideas, can our growth and development going forward be improved and enhanced.

## Further Commentary

In its infancy a fledgling organization: the Thredbo Alpine Museum has evolved into a first class regional alpine museum - with the potential to evolve into a world-class facility of renown. Through unity of membership we share a communal passion to preserve our alpine heritage; and as members share a collective responsibility to help nurture, develop and promote this cause in the community. It has been a privilege to serve on the committee, on two occasions now, and thus I will not be standing at the next AGM in November. We can only grow and flourish through your direct involvement and participation. Please step up and get involved, you are most welcome to participate. Why not nominate for a committee position at the November 2021 AGM? You just need to liaise with a committee member you happen to know.



18:52 Fri 23. 7. thredbo.com.au

**Become A Thredbo Alpine Museum Member**

**July Membership Draw**

Are you interested in celebrating Thredbo's history and heritage? Become a member of the Thredbo Alpine Museum and be part of sharing the Snowy Mountains story. Better yet, sign up by 31 July to receive a bonus book on Thredbo's history and go into the draw to win a case of wine.

[Sign Up Today](#)

*Jerry Krejzar*



## The Celebrating of Frank Prihoda's 100th Birthday

How reliably Frank lived his way through the years and birthdays of his 90s. Following his 99th birthday celebration, Frank promised Ondrej of the Czech Embassy that he, Frank, would be present for his 100th. This was an important promise as he, Ondrej, was planning to spend the time applying for Frank to be awarded the Gratias Agit, a uniquely special award given by the Czech Foreign Minister to a former Czech, now citizen of another country, who has, over the course of their life, been a positive representative of the culture and spirit of the Czech Republic.

As we know, Frank kept his promise and Ondrej was successful in his nomination.

As Frank's nephew, his remaining blood relative, my family, including Frank's two much loved goddaughters, could have, and would have organised a celebration of Frank's achieving his 100th year.

However, the Thredbo Company recognised the significant contribution to Thredbo's cultural and historical life and the support to community, that Frank gave, with wisdom, humour and goodwill. The company took the initiative and organised Frank's 100th birthday celebration, an event that, on the night, turned out to be spectacular; and much appreciated by the family.

Thank you, Stuart, Karen, Caroline, Nick and others from the company for your initiative and organisation which made this celebration possible. And thank you to the numerous creatives who came at the eleventh hour, and earlier, to bring beauty to the room.

Frank paced himself in anticipation. When asked months earlier as to his preferred venue, he said he would like nothing more than a quiet gathering in his home. He accepted that a larger venue would be necessary, knowing that such a celebration would be exciting and demanding.

Even though some of those who love him were at him about his wardrobe, Frank had already chosen his dapper attire. Despite the many conversations of how Frank was to get into the Kosciusko Room, he had already decided how he would do it. On arrival by car, there were many ready to help him down the stairs, but Frank knew he would do it on his own. He entered the beautifully prepared room without fanfare and took his comfortable seat on the cushioned sofa generously and thoughtfully provided.

Once seated, Frank looked about him and prepared for the onslaught. When he had the chance and was not distracted, Frank enjoyed the finger food and Czech beer. And, thanks to Ondrej, the Czech cakes. Oh, if only he could have been there by himself so that he could have given them his full attention!

Frank loved the onslaught. Being ever the gentleman, he thanked those who came to speak with him, asked them how





they were, made a humorous or perceptive observation and, if he could have, would have stood up to welcome and farewell them. This took place repeatedly over the evening.

And, as often, whole groups of the community, the organisers, the speech givers, the flare runners and others, gathered around him for a group photo. Look at these photos and you will see Frank, in the centre, on his sofa throne, smiling and slightly bewildered, enjoying the spontaneity of the moment.

As to the formal part of the evening, Frank attended to the speakers, the video, the musician and the yodeller. He heard or understood little, his one working hearing aid not entirely up to the job. The speakers, officials, neighbours, friends and family, wonderfully emceed by the astute Jono Brauer, all had praiseworthy things to say of Frank. Though he didn't hear a word, he understood their intention.

Despite this minor setback, Frank was alert and looking for clues. With assistance at his side, he was soon awake to the fact that the Czech ambassador held an important document. Once he realised he was being awarded the Gratias Agit he didn't need to hear any more. He was deeply moved. Oh, to be recognised in your small corner of Australia by the Foreign Minister of the beloved country you once had to flee from! Of the speeches heartfully given, one should be mentioned, the speech Frank himself delivered, a speech of gratitude to the company, to Thredbo itself and to his own good fortune. He gave thanks to Karel, his brother-in-law, for making possible Frank's coming to Thredbo to once again be with his family. He acknowledged his good fortune to have lived in the beautiful village for nearly fifty years. To the people of Thredbo, the community that welcomed him and showed to him care and interest, Frank wished to say thank you.

I know that he also wanted to thank his parents and friends from his formative years in Czechoslovakia but in the moment the opportunity eluded him.

Following some social time, Frank accepted that he was being moved to the balcony, lured by the promise of eight rugs and a chair, wondering what was to happen next. Every phone call he had, locally and internationally, every visit he hosted in his home in the days following, he expressed joy and delight at the beauty of the flare run and the magnificence of the fireworks.

What a Company! And for Frank, what company.

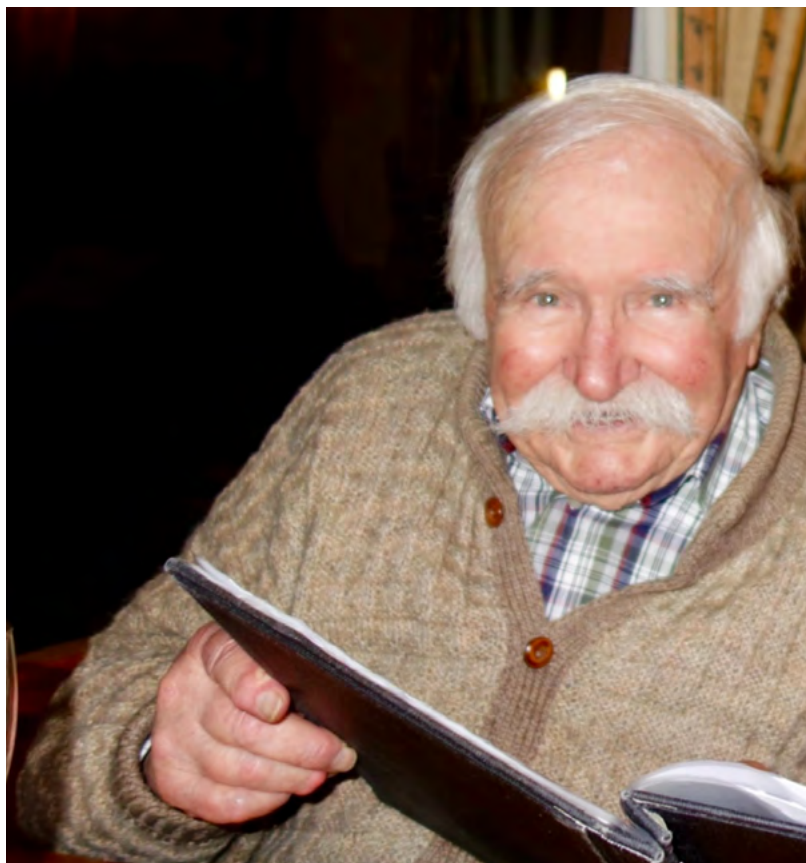
It would be incomplete to neglect an unexpected highlight of the evening. As Frank emerged from the Men's in the Bistro, the general public turned and gave him a spontaneous and rousing three cheers. Frank beamed in surprise and appreciation.

When the formal part was concluded, the cakes and beer enjoyed, Frank moved into reverse mode, getting himself to the car, and once home, to his sofa where he could quietly review and reflect on the evening, an evening in his honour.

Frank received gifts and many cards expressing love and care for him. And so many email good wishes. How was he to let everyone know how much he appreciated the kind thoughts behind these efforts? He didn't have the strength to do any of it justice, knowing that people would understand.

Frank says he doesn't see reaching 100 as a special achievement; he just happens to still be alive. However, being part of a unique community for so many years, with all that this entails, he knows that is an achievement. He is deeply grateful that Thredbo, the people who are Thredbo, welcomed him in 1974 and have accepted him for who he is, and that as an elder he is cherished.

*Michael Nekvapil*



## Frank seeks a live-in Carer

*A kind and caring individual for live-in day to day care*  
Frank is offering accommodation in a self-contained independent studio apartment - with fully equipped quarters - on the premises.

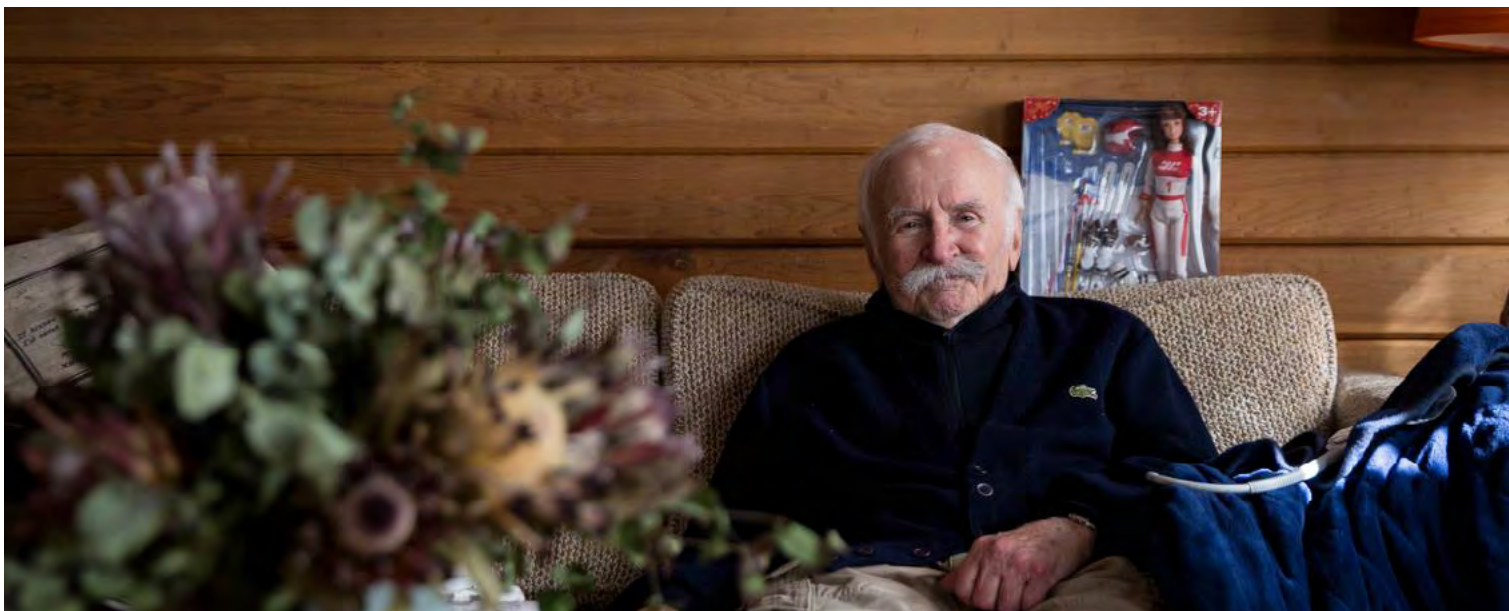
The monetary reward is to be negotiated.

Frank requires and expects the following:

- Day to day household chores
- Light cleaning of the apartment
- Washing and ironing
- Cooking and kitchen duties
- Shopping and driving as required

Please contact Frank by email at: [prihoda@spin.net.au](mailto:prihoda@spin.net.au) in the first instance outlining your basic personal details.

Thank you,  
Frank Prihoda





## 60 Years at the Denman

Built in 1957 by Campbelltown business man and ski enthusiast Bill Bursill, The Denman is well known for its hospitality. As a privately owned commercial lodge, it has always been a favorite destination for “happy hour” parties.

There has been several sub-lessors over the six decades. Tony and Elisabeth Sponar operated it under the name “Bursill’s” for six months following Tony’s departure from employment with Kosciuszko Thredbo Ltd in September, 1958.

In 1959 Leo Pockl and Maria ran the

property, renaming it as “Leo’s Lodge”. They were very successful because they were serving coffee with alcohol. When Maria could no longer run the lodge on her own after Leo holidayed too long in Austria, Bill brought back the lease.

Next the sub-lease was purchased by two young men, David and “Goliath” from the ski retail trade with little knowledge of how to run an accommodation establishment. They ran the place for twelve or eighteen months. Their demise was that one Easter they overbooked by 50 guests who they appeased by serving free alcohol and

a whale of a party followed by a big mix-up with bed allocations.

In the 1970-80s the sub lessors were Rudi and Chris Schatzle. They successfully operated the venue for ten or twelve years after which they sublet their lease to a ‘Mr’ Stapleton for three years.

There was a name change in 2003 when the current hosts, Ed and Judy Denny purchased the lease, called it The Denman Hotel and boarded over the swimming pool. If you are passing by, drop in for the popular “Après Ski”.



Brigitte Rabina by Leo’s Pool



Bursill’s Lodge in the 1990s



The Denman Today (2021)





## The 2021 renovated Thredbo Alpine Museum

Incorporates the newly installed digitized audio-display screens - to better facilitate improved visitor interaction.

Photo Credit: Randy Weiman











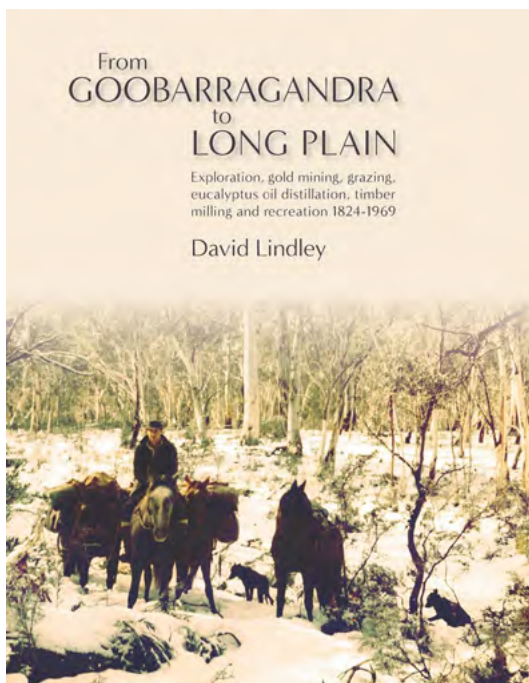


# Book Reviews

***From Long Plain to Goobarragandra*** (2 volumes) by David Lindley (2021) David Lindley BSC (Hons), PhD launched these self-published volumes on 24th June, 2021. They cover in-depth and well researched history of exploration, gold mining, grazing, timber milling, eucalyptus oil distillation and recreation between 1824 and 1969.

Previous 5-term KHA president Graeme Scully in his review of the two volumes wrote “David Lindley has chosen to focus on the historical period ranging from the first European explorers in 1824 through to the declaration of Kosciuszko National Park in 1969, when commercial grazing was phased out. Historical themes in Australia include the gold rush, the seasonal movement of stock into and out of higher altitude pastures, the Great Depression and two world wars....”

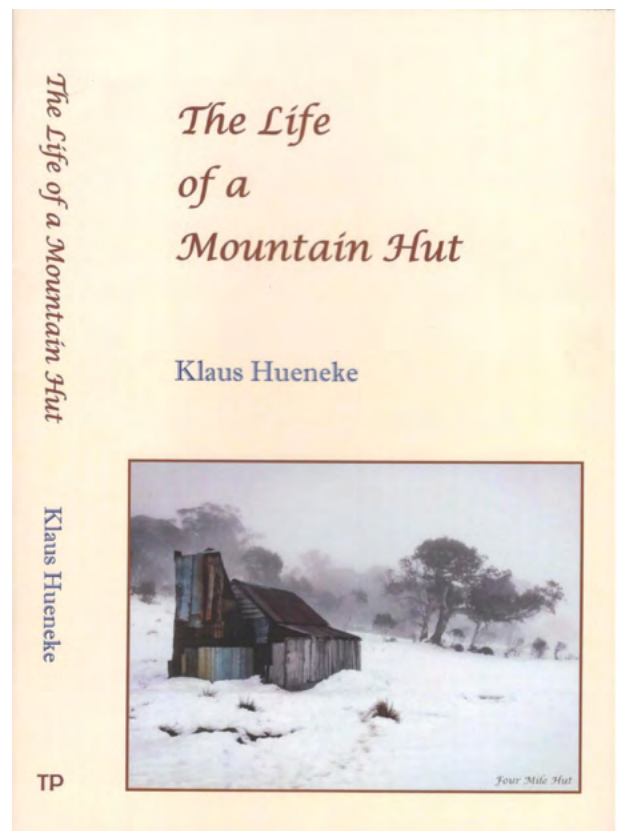
*From Long Plain to Goobarragandra*: 2 volumes & 426 pp with 240 photos, 24 half page map and 6 full page maps. RRP is \$60. Packaging and handling: \$15. The book can be purchased online at [www.plesyumi.com](http://www.plesyumi.com) or purchased at Visitor Centres at Khancoban, Yarrangobilly Caves, Tumut and Gundagai as well as the Tumut Newsagency and Foodworks, Gundagai.



***The Life of a Mountain Hut*** by Klaus Hueneker (2020)

If these walls could talk, what stories would they tell? I often ask myself that when visiting one of the many huts in dot our beautiful high Country. Klaus Hueneker M Sc. AM, has managed to bring one of those alive in his new book *The Life of a Mountain Hut*. The reader is taken on a journey from the very first moments to the very last, of one of the most iconic huts in the mountains – Four Mile Hut.

*The Life of a Mountain Hut*: Klaus Hueneker (2020), Tabletop Press, 2 Lambell Close, Palmerston ACT, 2913, 232 pp, RRP \$30. Phone 02 6242 0995, email [tabletop-press@bigpond.com](mailto:tabletop-press@bigpond.com).



## Museum Book & DVD Price List



Andrew, Roger: **Thredbo – My Story**

Soft Cover, 156 pages, 29.5x21cm. colour photos

Cost \$40 Postage & Packaging \$13.40

[PURCHASE ONLINE](#)

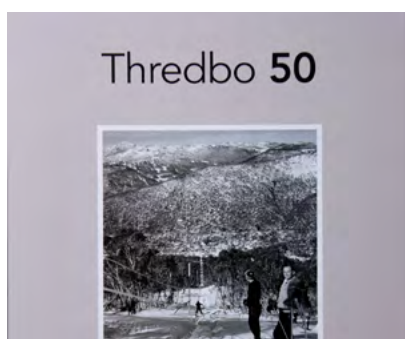


Clarke, Norman W Clarke (2006): **Kiandra – Gold Fields to Snow Fields**

Hard cover, 178 pages, 22x29cm, b&w photos

Cost \$30 Postage & packaging \$13.40

[PURCHASE ONLINE](#)



Darby, Jim (2006): **Thredbo 50 – a commemorative book**

Hard cover, 123 pages, 22x28cm, colour photos

Cost \$20 Postage & packaging \$13.40

[PURCHASE ONLINE](#)



Freuden, George: **Off Piste – My Way: A Memoir**

Soft copy, 132 pages. 15 cm x 21 cm B&W photos,

Cost \$20, Postage & packaging

\$8.25. Limited number of copies left

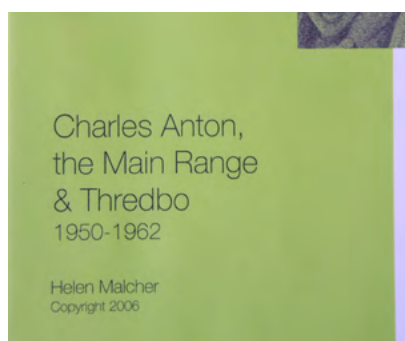
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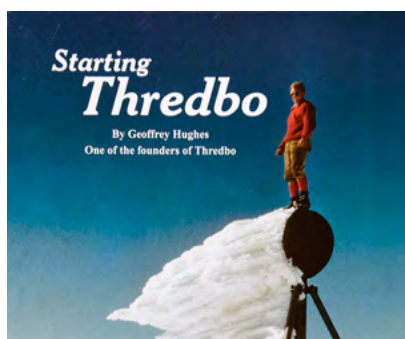
Sonia Howard (2013): **Flame of Leviticus – a biography of Kurt Lance**  
Soft cover, 302 pages 30 colour plates  
Cost \$15 Postage & packaging \$8.25

[PURCHASE ONLINE](#)



Helen Malcher/Philip Lewis: **Charles Anton, the Main Range & Thredbo 1950-1962**, DVD, PG rating, Duration 32 minutes  
Cost \$25 Postage & packing \$3.20

[PURCHASE ONLINE](#)



Hughes, Geoffrey (one of the founders of Thredbo) (2007): **Starting Thredbo**  
Soft cover, 44 pages, 21x31cm, colour & b&w photos  
Cost \$20 Postage & packaging \$8.25

[PURCHASE ONLINE](#)



Johnston, Donald A (2020) **Hotel Kosciusko**  
Hard cover, 310 pages, rare images and colour photos  
Cost \$65, Postage & packaging \$13.40

[PURCHASE ONLINE](#)



Keys, Charles (2017): **Thredbo: Pioneers, Legends, Community**

Hard cover: 29 cm x 21 cm, 176 pages, b&w and colour photos.

Cost \$25 Postage and packing \$13.40

[PURCHASE ONLINE](#)



Southwell-Keely, Peter (2009)

**Out on the Tops – The Centenary of Kosciuszko Alpine Club**

Hard cover 28 cm x 21 cm, 320 pages colour & b&w photos.

Cost \$25, Postage & packaging \$13.40

[PURCHASE ONLINE](#)



Southwell-Keely, Peter (2012): **Highway to Heaven: A History of Perisher and Ski Resorts Along the Kosciuszko Road**

Hard Cover, 256 pages, b&w & colour photos.

Cost \$45 Postage & packaging \$13.40

[PURCHASE ONLINE](#)

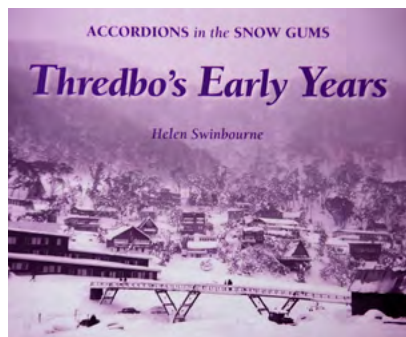


Sponar, Tony (1995): **Snow in Australia – that's news to me**

Hard cover, 362 pages, 15.5x23.5cm, photos

Cost \$20 Postage & packaging \$13.40

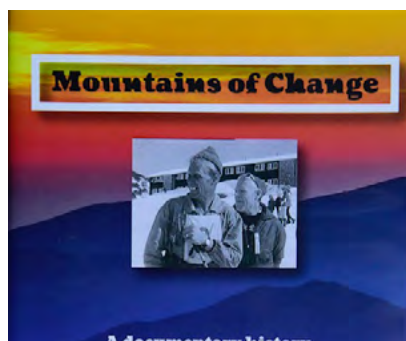
[PURCHASE ONLINE](#)



Swinbourne, Helen (2006): **Accordions in the Snow gums – Thredbo's Early Years**

Soft cover, 128 Pages, 29.5x21cm b&W photos,  
Cost \$20 incl. post & packaging \$13.40

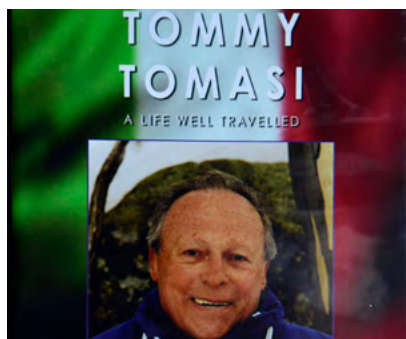
[PURCHASE ONLINE](#)



Entertainment Media, (1986) **Mountains of Change**

DVD, PG rating, Duration 32 minutes  
Cost \$25 Postage & packing \$3.20

[PURCHASE ONLINE](#)



Russell, Rebel Penfold: **Tommy Tomasi – a life well travelled**

DVD, PG rating, Duration 44 minutes  
Cost \$25 Postage & packing \$3.20

[PURCHASE ONLINE](#)



Russell, Rebel Penfold: **Thredbo 50 Years**

DVD, PG rating, Duration 32 minutes Cost \$25 Postage & packing \$3.20

[PURCHASE ONLINE](#)





Wieman, Randy: **One Man Alone – Malcolm Milne Val d'Iserre 1969**  
DVD, Cost \$25 Postage & packing \$3.20

**PURCHASE ONLINE**



Wieman, Randy: **Kurt Lance - Last time on the Main Range**  
DVD, Cost \$10 Postage & packing \$3.20

**PURCHASE ONLINE**

## Book & DVD Order Enquiries

**Mail:** Thredbo Alpine Museum, PO Box 6, THREDBO 2625

**Phone/Fax:** 02 6456 2279 (Museum Administrator)

**Email:** [chrisi.wikner@outlook.com](mailto:chrisi.wikner@outlook.com)

**Cheques payable to:** Thredbo Alpine Museum Inc.

**Direct Payment:** Thredbo Alpine Museum BSB 032- 728 Acct 106314 with details: surname & book title

**[www.thredboalpinemuseum.org.au](http://www.thredboalpinemuseum.org.au)**

This year 21/22  
**THREDBO ALPINE MUSEUM**  
pays tribute to  
*Frank Prihoda's century*



Opening daily 12 noon to 4 pm  
Winter & Summer peak months & weekends  
Closed Mondays & Fridays and all of May & November  
(times subject to change – operated by volunteers)  
Located half-way down Village Square steps  
[www.thredboalpinemuseum.org.au](http://www.thredboalpinemuseum.org.au)



## From the Editor

The main activity which we all look forward to is our annual mid-winter dinner, an opportunity for catching up with like-minded members. We are fully aware how the COVID-19 pandemic has affected society at large and every aspect of our lives. Last year, we postponed the dinner to August 2021 and the August fixture had again been postponed to September 22nd. Just as we go to publication the Thredbo Alpine Museum closed, until further notice; regrettably due to the current NSW state lockdown. The situation remains unclear at this stage and a high degree of uncertainty exists as to when it will be possible to socialize. For this reason your committee feels it prudent to postpone the mid-winter yet again. The likely date is 'to be advised' – a day in late March 2022. Let us hope once we emerge from the worst of the crisis, we are able to meet up once again in March. In the meantime may you stay safe and healthy.

*Jerry Krejzar*

**Editors**

**Jerry Krejzar**

**Leah Foster**

**LEEWAY  
STUDIO**

## THS OFFICE BEARERS: 2020/2021

**Patron:** Alan Rydge

**President** Graeme Holloway 0447 648 478

**Vice President:** Ed Denny 6457 6222

**Vice President:** Wayne Kirkpatrick 0418 766 484

**Secretary:** Maureen Roberts 6456 1289

**Treasurer:** Raylene Jarvis 0414 679 409

### **Committee:**

**Public Officer:** Christina Webb 6456 2279

Alan Fredericks, Jerry Krejzar, Randy Wieman,

Errol Hanlon, Michelle Reichinger,

Kerri Koczanowski

**Web Master:** Andrew Koczanowski

## THREDBO ALPINE MUSEUM

**Opening Hours:** 12 – 4 pm

*Subject to the availability of volunteers*

*during COVID 19 restrictions*

*Closed Mondays & Fridays*

*Closed May & November*

**Peak:** July – September 2021

December 26 – January 27

**Other:** Weekends only

**Spring:** October, November

**Autumn:** Feb, March, April, June

*Plus public holidays and special events*



[www.thredboalpinemuseum.org.au](http://www.thredboalpinemuseum.org.au)