

Living our Values: Julie and the Mid-Atlantic Burn Camp

Nov. 12, 2024 - For the last 28 years, Julie Cassidy-Rosine, director of operations at The Lodge at Vail, returns to her Mid-Atlantic roots and volunteers during summer and winter seasons with the [Mid-Atlantic Burn Camp \(MABC\)](#) hosted at Jack Frost Big Boulder.

“It’s truly a pride and passion for me as something I have done outside of work throughout my entire career,” says Julie.

Founded in 1992, Burn Camp is dedicated to helping burn survivors recover from their injuries, build self-esteem, develop social skills, enhance judgment and decision-making, gain an appreciation for the environment, teamwork, and promote a healthy lifestyle. Winter camp has had a home at Jack Frost Big Boulder for the last 25 years. Through [Vail Resorts’ Epic for Everyone Inclusive Access programming](#), the MACB winter campers have been provided with free private lessons, adaptive lessons, rentals, and lift tickets at Jack Frost Big Boulder since the 2022-23 season.

Originally from Maryland, Julie first became involved with MABC after seeing MABC in action for the first time as a summer camp counselor. “At the end of my first year with them, I was hooked,” said Julie. “Once I was in, I never left.”

With her career spanning multiple roles in hospitality from small independents to Hyatt and Marriott, Julie moved to Eagle County, Colorado, and joined Vail Resorts in 2018, where she continues to work and lead her team at The Lodge at Vail. At Vail Resorts, we’re guided by our core values of Do Right, Do Good, Have Fun, Be Safe, Serve Others, Drive Value - and Be Inclusive. It’s wonderful to see such examples of how we bring these core values into our daily business operations and our interactions within our communities.

“Yes, it’s very rewarding and great for the kids,” says Julie, “but it’s just as rewarding for us as counselors.”

Since her first Burn Camp, Julie continues to use her time off to volunteer for both summer and winter camps, living our Do Good, Be Inclusive and Serve Others values at the highest level.

“When I see kids with physical limitations doing all these activities it’s truly inspiring,” says Julie. “Every year, I get so inspired by these kids and young adults...my first kids I’m still in contact with and I know that they still talk to each other and it’s incredible to see these lifelong friends continue.”

Each winter, Julie travels between our resorts at Vail Mountain and Jack Frost Big Boulder, where campers participate in skiing lessons and a variety of indoor and outdoor activities over four days. With support from counselors, campers also spend time participating in discussions and activities that help them to plan for their future education and vocation.

“To be able to be a part of the process as they develop their confidence is so special. These kids help each other without even knowing it sometimes. When that lightbulb goes off that’s what’s really amazing, that there’s nothing stopping them except their own mindset, that ‘as long as I can still conquer the world and make friends,’ it’s really awesome.”

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