

THE BEWI Flyer

Volume 1 ~~~~~ Winter 2013-2014 ~~~~~ Number 22

Happy New Year to Friends & Colleagues Near and Far!

Milestones, or more specifically anniversaries, birthdays, and similar events, seem to play a bigger part in our lives these days. Or maybe I just feel that way since 2013 for me featured an important "milestone" - I hit 65 (and yes, to commemorate I skied 65 days last year!). More importantly, though, 2013 witnessed a number of "historic" milestones that played an important role in many of our lives, including the 50th anniversary of the Kennedy assassination and the March on Washington. It also saw many ski resorts celebrate their 50th, or more, birthdays.

But on a personal level - and this is after all MY newsletter (so please indulge me!) 2013 marked 50 years since I started on my odyssey to, well, where I am now, and to paraphrase The Grateful Dead "it's been a long strange wonderful trip" - and I wouldn't have it any other way! The short story of this journey (and I am available to tell the long version!) is that the day after the Kennedy assassination, Saturday, November 23, 1963, despite the momentous news playing out on our black and white TV sets - I went ahead and kept a planned get-together with a friend - remember, I was only 15! - and attended the NY Ski Show (held then at the Statler Hilton Hotel by Penn Station). I was already pretty hooked on skiing, even though I grew up on the streets of Manhattan, but my ski experiences were basically limited to the few times each winter when my father could take me. He introduced me to skiing and greatly enjoyed the sport, having done it in Europe before he came to this country in the 1920's. So I was open to (well, really seeking) new possi-



bilities - and a booth for Trailside Ski Camp provided just what I was looking for, even though I didn't realize it at the time (what 15 year old knows their future life when it presents itself!). This encounter led me that December to attend Trailside's Christmas Holiday "camp" at their lodge located in Killington, VT - which, in turn, introduced me to worlds I really didn't know much about before - outdoor adventures, folk music, and travel - but all of which have become the mainstays of my life ever since. Plus, and even more importantly as one gets older, Trailside, and the life it introduced me to, connected me to people who I've gone on to share many of my life's best moments with and many who are, to this day, dear friends.

But the most important connection to come out of Trailside, led by the unique Michael Cohen, was an introduction to Harry Leonard and Jerry Simon. These men became my

mentors and provided guidance for me as I created BEWI - after a 2 year stint at Weichsel Beef - and brought me, over time, into their business of running Ski Shows. I would go on to do other things: running the first Freestyle Skiing Pro Tour in 1974 (IFSA) and, my proudest accomplishment, creating and running for over 20 years our industry's International Marketing Program - SKI USA. But the foundation of my career is, and always will be, our Ski & Snowboard Expos. And it all started for me 50 years ago: while the country mourned the tragic loss of President Kennedy I headed off to a ski show where a new life opened to me. Funny how the world turns!

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But beyond being a year of note historically, 2013 was for me – if not the world at large – a very good one, highlighted by a number of enriching trips abroad. For sure, the best ski trip was an around the world odyssey that saw me skiing in Andorra – a great country with super people and real nice skiing; Zermatt, Switzerland – heaven on earth in my mind (for proof see picture on front page - we're all smiling for a reason!); and then traveling, literally, over the pole to ski at Niseko in Hokkaido, Japan – and yes everything you've heard about this amazing place - powder, scope, food, people, powder – is true. Add it to your to-do list (along with Andorra and Zermatt; all must-do's). I did experience great skiing on our shores last year as well, getting to slide in Quebec, Tahoe, Jackson, and, of course, New England and the Rockies. The year, I'm glad to say, also saw me getting to do some hiking in Tuscany, Italy (with the Appalachian Mountain Club, see picture below) and biking with great friends along the Canal Du Midi in southern France.



Reading this one might think that I've retired – I even think that at times –but no, it's not even in my thinking. The proof, as many of you know, is that when I'm not playing I do work hard, mainly on our Ski & Snowboard Expos, but also on what I call my 200% full winter time, \$0 pay job running the US Ski & Snowboard Hall of Fame Induction Ceremony. The Expos, in any case, are really run, though, by BEWI's two excellent and extremely talented vice-presidents – Brenda Doll and Christine Donovan; as I tell everyone, all I really do is pay the bills! And as you'll see when you read Brenda's wrap-up

inside, we were very pleased that both our Expos in Denver and Boston did quite well again this year. That assessment is not based on our numbers at the gate as much as from what our exhibitors in both cities told us they did in business at the Expos this year.

As to the Hall of Fame event – which is the concluding event of a week-long series of activities called Skiing History Week that we run for ISHA – we're proud of what we've done for both organizations. We're raising their profiles and, as important, raising badly needed funds to support their missions of preserving our sports' history, all the while honoring the individuals – athletes and sports builders – who have enriched the sports with their accomplishments on the hill, or off. Those who were with us in Vail last April – as we celebrated the resort's 50th anniversary (there's that number again!) know what an amazing week of memories and fun we had (fresh powder almost every day!) highlighted by a great induction ceremony featuring one of skiing's greatest ambassadors – Wayne Wong. If you missed Vail make sure to join us in Park City for this year's Skiing History Week; it will be a week you'll treasure for, well, ever. Read more on last year's event, and the plans for this year, inside.

In closing I thank you for reading our annual newsletter; we're proud of it and we're humbled by the many nice comments we get from you who read it – our friends and business associates. We still send this out mostly on paper (recycled, of course!) since I believe it reads better when it's in one's hands. In any case, as you reflect on 2013 – or as I and many of you have done recently, on the last 50 years – and start thinking about the year ahead, remember how lucky we – who make our living within the outdoors and specifically the sports of skiing and snowboarding – are and therefore make it a point to do something – whether a charitable contribution, or a volunteer role mentoring, or opening up an opportunity for someone to a better life or – well anything that leaves a positive impact on someone's life who is not as fortunate as you are and by doing this you'll enrich not only your life but all of society; trust me.

So, until our paths or skis cross, best for a most happy, healthy, and peaceful Holiday season and truly AWESOME NEW YEAR!

Skiing History Week

presented by US Ski & Snowboard Hall of Fame and International Skiing History Association



2013 Hall of Fame Inductees: resort executive Hans Geier, Brian Kelly (accepting for his brother, the late snowboard champion Craig Kelly), downhill Olympian Kirsten Clark, freestyle pioneer Wayne Wong, moguls world champion Jeremy Bloom and ski-instruction innovator Horst Abraham.

photo credit: Richard Allen

Skiing History Week 2013 was held April 8th - 14th in Vail, Colorado, at the Marriott Mountain Resort, in conjunction with Vail's 50th anniversary. Although it was April we were treated to winter conditions and new snow just about every day, with 16 inches falling on Saturday night to cap off the week! Again the week was full of activities, which included the welcome party at the Colorado Ski Museum, Movers and Shakers Party, the Mason Beekley Memorial Lecture and dinner, a reunion and pro-am race for former professional ski racers, and the annual ISHA Awards for the year's best ski-history books and films. The week also included the Ishpeming International Ski Film Fest, including three days of screenings and the Jerry Awards. Each year, five ski films are awarded Jerry's and named to the Snow 100, an ongoing project to identify the 100 best ski films ever made. The highlight of the week was the induction ceremony and banquet for the US Ski and Snowboard Hall of Fame. ~Christine Donovan



Mark your calendar for Skiing History Week 2014 March 30th to April 6th in Park City, Utah.



This year's event – titled “**TREASURING 50 YEARS OF SNOW, FUN AND MEMORIES**” – is a special celebration of the 50th anniversary season of one of America's most popular destination mountain resorts – Park City Mountain Resort (PCMR). Since opening in 1963 – originally as Treasure Mountain – Park City has hosted numerous ski and snowboard competitions, including major events for the 2002 Salt Lake City Winter Olympics! We will acknowledge these milestones with a special tribute to The US Ski & Snowboard Team, as it marks its 40th Anniversary of being based in Park City, along with a special Freestyle Skiing event marking 40 years since Park City hosted one of the sports seminal events, The Beconta Cup. Also being celebrated is the acknowledged fact that PCMR is where millions of winter sports enthusiasts have experienced the joy and camaraderie of being in the mountains; where so many have built a year-round community; and where to this day people from around the world flock to experience some of the best skiing and snowboarding in the world right in the heart of Utah's Wasatch Mountains.

A number of special events and activities will be taking place throughout the week as part of ISHA's annual gathering including ISHA's Awards Banquet and the 4th Annual Ishpeming International Film Festival of classic ski films. Highlighting the week will be The Hall of Fame's Annual Induction Ceremony, on Saturday evening, April 5, 2014, where a class of great ski & snowboard legends will be inducted into the Hall, including John Clendenin, Toby Dawson, Kris Feddersen, Joe Jay Jalbert, Scot Schmidt, and Jerry Simon. Go to www.SkiHall.org for their bios.

One can participate in most of the events for only \$350 or in all the events (including all ISHA activities) for only \$595. A la carte events are available online starting at just \$40! You can register online and view the schedule of events for this special week at www.SkiHall.org/ParkCity. Information regarding booking your accommodations at the Park City Marriott at Prospector Square (at the super rate of \$99 per night + tax) is also available on the site and registered attendees will be able to purchase lift tickets at truly fantastic rates.



So make your plans and we'll see you in Park City for a week you won't soon forget!

2013 Ski & Snowboard Expo Wrap-Up ~Brenda Doll

It seemed like last winter would never end, and the snow was already flying around the country this fall, which boded well for our Ski & Snowboard Expos. Whether it was people's recollection of last winter, their excitement about flying flakes this November, or a combination of both, snow sliders came out in droves to get ready to kick off their winter season at our Expos. Attendance numbers in both Denver and Boston were up slightly over last year, at 27,000 and 45,000, respectively, and Minneapolis, whose attendance is based on estimated mall visitation over the weekend, was about 400,000.

The consistent snow mirrored the consistent excitement at the Expos, with familiar features that Expo-goers look forward to year after year, from interactive fun at the Kids Snow-Park with learning opportunities for the little ones, and Doug and Kelley Lewis' Eliteam Fitness Challenge, to the high-flying acrobatics of the Freestyle Aerial Show (highlighted this year in Denver and Boston by the Flying Ace All-Stars), featuring Olympians past and present, to get everyone excited for the upcoming Winter Games in Sochi in just a few short months.

Special thanks to our multi-city sponsors: Liftoptopia.com, who provided all Expo-goers with a \$10 gift card and OnTheSnow.com, as well as all of the resorts who sponsored our various features, and the media sponsors, whose involvement is invaluable in our promotion of the expos. Read on for a recap with more specifics from each city.

Cold weather and snowflakes early in the week leading up to the Expo certainly helped spark the thoughts of snow-sliding in Boston, as skiers and boarders came out in full force to the 32nd annual Boston.com Ski & Snowboard Expo. All weekend long the aisles were buzzing with anticipation for the coming winter; Saturday was likely one of the busiest days ever in Boston. East Coast Alpine, our sole retailer this year, saw excellent numbers, as skis, boards, and accessories streamed out the doors all weekend long. In addition to the equipment bargains, resort packages abounded with great deals for hitting the slopes. Kerry Barnes from Sunday River reported booking more vacation packages than ever, and Shawn Owens from Stowe summed it up perfectly, "Ski show attendees were walking around the show with both hands full of ski & snowboard gear but most importantly had the biggest smiles on their faces knowing that this is the start to their ski season."

Attendees could have their photo taken with all three Red Sox World Series trophies on Sunday, thanks to Waterville Valley Resort, on top of the chance to meet past and present Olympians, including Seth Wescott, Hannah Kearney, Tommy Moe, Fuzz Feddersen, and Ryan St. Onge through-out the weekend. Plus, favorite features for all ages were found around every corner: expo-goers could cheer on The Flying Ace All-Stars on their dual trampolines as they got everyone pumped for the freestyle events coming up in Sochi, Russia or the skateboarders on the street course, doing tricks like the snowboarders will be doing on snow this winter. And for those who wanted to do more than just applaud for someone else, interactive fun could be found at the Eliteam Fitness Challenge, Wachusett KidSlope, Burton Riglet Park, CCSAA Cross-Country Demo track, or I Knew That! Trivia Challenge.

The Long Trail Beer Garden returned, featuring not only their stand-out beers found all over New England, but also their new Seaport Honey Ginger IPA, brewed with honey harvested from the Seaport's own bee hives on the roof of the hotel across the street from the Expo.

Many thanks to presenting sponsor Subaru of New England, media partners Boston.com and WBZ-TV, feature sponsors Long Trail Brewing, Liftoptopia and OnTheSnow.com, all of the local radio stations who work with us to promote the expo: Mix104.1, 98.5 The Sports Hub, 92.9 WBOS, WBZ1030AM, AMP103.3, WXR92.5 The River, 100.7WZLX, WAAF, and FrankFM; and our resort sponsors: Killington, Loon, Mount Snow, Stowe, Wachusett, and Waterville Valley for their involvement with various featured entertainment and activities.



The Boston lobby was always teeming with eager crowds.

Denver



The Rocky Mountain Brew Fest took off this year, with attendees enjoying samples from a dozen Colorado breweries who circled the separate area within the Expo.

Our twenty-second year in Denver saw the return of last year's inaugural, and very successful, Mountain Activity Center, which featured Learn-to areas for both pint-sized skiers (Winter Park Kid-slope) and snowboarders (Burton's Riglet Park), demo areas by the Denver Curling Club, MBS Mountainboard, and Gibbon Slackline, who also put on a competition highlighted by pros doing amazing Slackline tricks, and a climbing wall. Fun could also be found in Keystone's Kidtopia bouncy castle and the Eliteam Fitness Challenge where kids could run and jump off their extra energy.

Colorado Ski & Golf, our perennial retail partner, had one of their best Expo sales ever, as they offered up to 70% off everything from skis and

boards, helmets and goggles, to any and all accessories needed when Denver's snowsports enthusiasts hit the slopes this winter. Resorts throughout the western US also offered great deals on passes and vacation packages, and Telluride's Tom Watkinson said that they sold more than ever at this year's Expo.

Extra advertising and promotional dollars were put into the third annual Rocky Mountain Brew Fest, and it paid off, as all three sessions - one Friday and two on Saturday (we dropped Sunday) - were packed. Brew Fest attendees sampled over two dozen different beers from Colorado craft breweries including AC Golden, Asher, Big Choice, Bristol, Elevation, Grand Lake, Kannah Creek, Left Hand, Odyssey Beerwerks, Oskar Blues, Upslope, and Wynkoop. Elevation Brewing repeated their People's Choice award after taking the inaugural award last year, but with a different beer - their 8 Second Kolsch. Left Hand's Milk Stout and Asher's Tree Hugger Organic Amber were the runners up.

Special thanks to our sponsors: The Denver Post, Liftopia, OnTheSnow.com, Crested Butte, Keystone, Monarch, and Winter Park.

Minnesota

The sixth annual Minnesota Ski & Snowboard Expo returned to the Mall of America, in a slightly scaled down format this year, as BEWI partnered with the newly formed Minnesota Ski Areas Association, who coordinated the majority of the Expo this year, just leaving the production details to BEWI.

The Skyriders! returned to Minnesota as their trampolinists performed numerous shows for large crowds who had vantage points on all four levels of the Rotunda, which was circled by booths from Minnesota ski and snowboard areas and some local equipment reps and shops. Exhibits were also lining the two concourses on either side of the Rotunda.

According to Peter Zotalis from Welch Village, "This year's MN Ski and Snowboard Expo again proved to be a valuable asset to the Twin Cities and Midwest ski and snowboard community. Because of the unique and very accessible venue, we were again able to attract a diverse collection of ski and snowboard enthusiasts. Not only does this event attract the core skier/rider demographic, it attracts the casual skier and snowboarder who would normally not be interested in a dedicated ski show with a required paid admission. Most of the local ski areas enjoyed the opportunity to get in front of all potential ski and snowboard guests in an attempt to grow the local market. We also value the chance to use the Mall of America venue to attract local news and media outlets which did a great job of covering the event and the industry in general."



Booths at the Mall of America included those from local equipment reps as well as ski & snowboard resorts.

Jay Peak's Bill Stenger Receives 2013 BEWI Award ~Kathe Dillmann

One of Vermont's best-known choreographers of success in the ski industry, Bill Stenger of Jay Peak, VT, has been named this year's BEWI Award recipient, given to a ski industry leader who has made an important contribution to the betterment of the industry.

The enthusiastic audience applauded as colleagues tipped their hats to Bill's many accomplishments in achieving successful four-season expansion of Jay Peak and Burke resorts in northern Vermont. Included in those was a letter from Vermont Senator Patrick Leahy who sent a warm congratulatory message to Bill that was read at the award luncheon on November 15th in Boston.

Said Senator Leahy, "Bill is known for his incredible work ethic and devotion to building business opportunities and jobs in rural Vermont, and he always puts the best interests of his community and state first. This is why I am proud to honor Bill today, and Marcelle and I are always proud to call him a friend." Others echoing those sentiments from the podium included former NSAA President Cal Conniff, Ski Vermont President Parker Riehle, and one of Bill's oldest personal friends, Bob Jordan, as well as the award's host, Bernie Weichsel.

In making the presentation, Weichsel stated, "Bill Stenger has set the standard in ski resort development that has enriched our sport, the economy of an entire region, and the lives of resort employees and the local communities."

Bill Stenger is the president/CEO and partner of Jay Peak Resort and is also spearheading a partnership in re-developing nearby Burke Mountain. He has transformed a corner of Vermont

known as the Northeast Kingdom, where skiing had long been considered a throwback to the dawn of modern ski resorts and long known as a pocket of poverty.

The Jay Peak CEO is perhaps most recognized for his creative financing techniques utilizing EB-5 funding which encourages foreign investments in the US that create valued new jobs. His efforts have involved his companies in one of the most substantial EB-5 projects in America. Long active in regional and national ski area organizations, Stenger has long held leadership roles in creating responsible resort development.



Bob Jordan, Parker Riehle, Bill Stenger, and Bernie Weichsel at this year's BEWI Award luncheon

Shortly after graduating from Syracuse, Bill was hired as the membership director of the Eastern Ski Association in Vermont. His next move was to Jack Frost Ski Area in the Poconos, where he soon rose to general manager. Jack Frost merged with nearby Big Boulder, with Stenger at the helm.

At the same time, Stenger rose to regional and national ski industry prominence when he was named chairman of the National Ski Areas Association's marketing committee and later to the NSAA's board. That connected him to Jay Peak's owners, and he was hired away from Pennsylvania to manage the Vermont resort in 1984. He was NSAA's 2002 winner of the prestigious Sherman Adams award.

Stenger's professional achievements and awards beyond the ski industry have been numerous. He currently serves on Vermont Governor Shumlin's council of economic advisors and has served variously on numerous state and regional business and tourism boards.

Humans Were Never Meant to Hibernate

Guest Editorial by *Mary Jo Tarello* director of the snow sports industry's Learn to Ski and Snowboard Month/Bring a Friend initiative

January 2014 marks the sixth year for Learn to Ski and Snowboard Month when venues throughout the U.S. offer great deals for newcomers who want to learn how to ski or ride. Programs vary from state to state and from venue to venue. Ski New Hampshire runs a FREE program the second week in January and Ski Vermont organizes a \$29 lift/lesson/rental offer at its member resorts. These are just two examples of programs prepared and taught by professional instructors. Details on these and others are posted at skiandsnowboardmonth.org.

Don't try to teach your friends or family member but help them sign up for lessons from a pro. In fact, you'll be rewarded if you do.

The second annual national Bring a Friend Challenge for snow sports features thousands of dollars in prizes for skiers and snowboarders who help newcomers sign up for lessons from professional instructors. Prizes include trips to the Topnotch Resort in Vermont and trips to all three U.S. Winter Olympics host sites – Lake Placid, Squaw Valley and Salt Lake City (and nearby resorts).

Product prizes range from accessories to skis and snowboards from Armada, Burton, Dynastar, Echelon Snowboards, Falke, Flow Snowboards, Goggle Graffiti, Head, Lange, RAMP, Rossignol, The North Face, White Sierra, Zeal Optics and others.



skiandsnowboardmonth.org

bringafriend.org



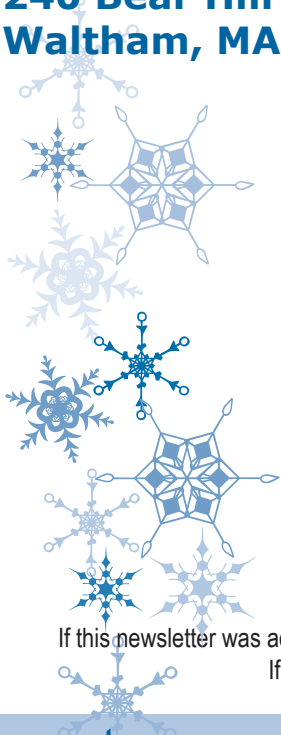
The Bring a Friend Challenge started Sunday, December 1, 2013 and it runs through Friday, March 14, 2014. The Challenge is hosted at bringafriend.org. Entry rules and registration are on the web site. This year, organizers added a new element called Ambassadors and Champions.

Lessons can be taken at any ski/snowboard area in the U.S. Winners will be selected weekly starting December 23rd.

Skiers and snowboarders just need to help one newcomer sign up for beginner lessons from a professional instructor to win in the Bring a Friend Challenge. If they want to go the extra mile, they can sign up to be Ambassadors or Champions for a chance to win the prizes offered by Head, Flow, The North Face and Ski Utah.

Those who help at least three newcomers can become Ambassadors (adults age 18 and up) or Champions (youths ages 13 – 17) of snow sports. Ambassadors and Champions have better chances of winning the weekly Bring a Friend prizes and they also can qualify to be named the Ambassador or Champion of the Year. Those winners will receive a season pass to a selected venue for the 2014-5 season, a pair of skis from Head Wintersports or a snowboard set-up from Flow Snowboarding. The Ambassador of the Year also will win a four-day trip to Utah, site of the 2002 Winter Olympics. The trip includes airfare from a major airport.

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Ski & Snowboard Expos ✦ Winter Specialty Promotions
781-890-3234 ✦ fax 781-890-0534 ✦ www.bewisports.com ✦ info@bewisports.com



All the best for a
Wonderful Winter
from all your
BEWI friends,
Kate, Brenda,
Gary, Christine,
Bernie!

MARK YOUR 2014 CALENDAR!

March 30 - April 6 ~ *Treasuring 50 Years of Snow, Fun, and Memories*
Skiing History Week

A joint celebration of PCMR's 50th Anniversary, ISHA's Skiing History Week and
US Ski & Snowboard Hall of Fame Induction Ceremony, Park City, UT

Oct. 17-19 ~ *Minnesota Ski & Snowboard Expo* | Mall of America, Bloomington

Nov. 7-9 ~ *Colorado Ski & Snowboard Expo* | Colorado Convention Ctr, Denver

Nov. 13-16 ~ *Boston.com Ski & Snowboard Expo* | Seaport World Trade Ctr, Boston