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## **CROWLEY FAMILY OF WACHUSETT WINS 24<sup>TH</sup> ANNUAL BEWI AWARD**

The Crowley family, operators of Wachusett Mt. in Princeton, Mass., has been honored with the 24<sup>th</sup> annual BEWI Award, given annually for outstanding contributions to the ski industry. Luncheon ceremonies were held Friday, Nov. 20, at the Venezia Waterfront Restaurant in Boston. The award and luncheon is presented by Bernie Weichsel, president of BEWI Productions, Waltham, MA, which produces the annual Boston Globe Ski & Snowboard Expo held Nov. 19-22 at Bayside Expo Center.

Wachusett Mt. President Jeff Crowley, General Manager/COO David Crowley and Vice President/Mountain Services Carolyn Crowley Stimpson were on hand to receive the award on the family's behalf. Over 130 ski industry leaders, family and friends were on hand to honor the Crowley family.

In presenting the award, Weichsel remarked, "Wachusett is an expansive winter playground close to metro Boston. It has been a leading snowplay area since the Crowley parents, Ralph and Fran, assumed operations in 1969. Wachusett is considered a leader in learn-to ski and snowboard programs and is an operational powerhouse in our industry when it comes to snowmaking and snowgrooming innovation and capabilities."

The current Crowley management team has long been active not only in their own mountain operations but in ski industry activities that include the National Ski Areas Association (NSAA), where David is a past president, and their own Massachusetts State ski area association. In 2008, they were honored by the NSAA with its prestigious Sherman Adams award bringing national recognition to their accomplishments as ski resort operators.

With their father's vision and leadership, the Crowley family took over the lease of the then-small ski area that had been built by the Civilian Conservation Corp. in the 1930s. What began as a state-owned area with two t-bars, a rope tow and limited terrain grew to a 450-acre snowsports playground on the 2,000-acre state reservation. With great foresight, the Crowley family has crafted a resort that rivals its bigger and more distant competition in every regard. Innovation has been the byword at Wachusett, from bio-diesel run grooming machines to Mountain Suites luxury boxes rivaling the comforts of big sports stadiums. Family programming and learn-to remain the soul of skiing and snowboarding at Wachusett, just as it was when the Crowley family assumed management of the facilities 40 years ago.

The passion for winter sports led Ralph Sr. to Wachusett Mt., and it is what has kept his family bringing innovation upon innovation to its slopes every season thereafter.

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