

THE BEWI Flyer

Number 1 Winter 2007 - 08 Volume 16

Holiday Greetings to Friends and Associates Worldwide!

A year ago, as I wrote my “piece” for this, BEWI’s annual communication with friends and associates about the year just passed, it was with a sense of excitement and anticipation about our soon to be inaugurated newest undertaking—THE NEW ENGLAND YOUTH SPORTS FESTIVAL. Now with the second Festival just a few months away I’m glad to say that I am as bullish and excited about this event as I was a year ago; maybe even more so.

Creating this first of a kind event represented a big change for BEWI. There aren’t many who are as involved with the SnowSports world as we are. But beyond the world of skiing and snowboarding, a unique and small slice of the American sporting scene, our knowledge of, and experience in, the greater sporting world was, at best, limited. Moving from our comfort zone in the snow world to the realm of big league sports was, to say the least, a bit daunting. But it also presented us—and still does—with a great opportunity and an exciting challenge. Being that the Festival was an idea we developed, it was very gratifying when we first presented the concept to our partnering sporting organizations and received such a positive reaction.

The event in March at Gillette Stadium, was not, from a business standpoint, a success. But it was a good event and well received. For the Festival’s long-term viability that is important. It was very encouraging, and gratifying, to receive, from all involved—sports officials; stadium workers, sponsors, participants—kids and, most important, parents—unanimous praise of the Festival: it’s structure, the operation, and the “family-friendly” features, that provided participants a valuable and meaningful experience. It was these reactions that made it easy for us to decide to move forward with the Festival, and make this event a major component of the greater Boston area’s continued fascination with all things sports. Please read Christine Donovan’s write up inside on the Festival - she is the driving force who is making the festival work as well as it does.



As we shift our focus, and energies, to our Youth Sports Festival productions (and, yes, we expect to initiate Festivals in other cities in the coming years) we haven’t forsaken—an impossible thought!—our first love and the bedrock of our company: Our Ski & Snowboard Expos. We only produced two this year—Denver and Boston—

having sold, in the beginning of the year, our Seattle Expo to Tradeshows West (Dan and Rebecca Shindler). Dan knows ski shows, having run a very successful show in Portland for many years: The changes he’s already initiated in Seattle helped that show grow substantially this year, so I know Seattle is in good hands and will continue to be a great pre-season marketing vehicle for the Pacific northwest ski community for many years.

It’s nice to also report that both our Boston and Denver Expos did well this year; each saw about a 10% increase in traffic. Please read Brenda Doll’s piece on our expos; it will give you good insight to why our Expos work and are such an important promotional vehicle for so many. Of course, the key to our Expos success is the great leadership and organizing skills Brenda brings to her job as Expo Director. By the way, keep a lookout for some new cities that we might be adding next fall to our line-up!

Of course our involvement with the snow world isn’t limited to our Expos. This year we once again helped Y.E.S. with it’s main fundraiser; the Mass Snow Challenge (check their webpage for more details on this important event and how you can participate); The U.S. Ski & Snowboard Team with the auction for it’s reinvigorated New England Ski Ball; and assisted in the organizing of the Induction Ceremony for the U.S. Ski & Snowboard Hall of Fame and Museum held, for the first time ever, outside of Michigan. The event took place at the SIA show in Las Vegas last January and will be there again this year. (Thursday, January 31st; mark your calendar and plan on attending if you’re going to be in Vegas for the SIA Show. It’s an event you long won’t forget.)

[continued inside](#)

NEW ENGLAND Youth Sports FESTIVAL™

February 22 - 24, 2008

Gillette STADIUM™

Foxborough, MA



With the first New England Youth Sports Festival™ now in the history books — and with some time for reflecting as well as analyzing responses from consumers and feedback from exhibitors — we feel, as much as ever, that the event concept is a truly viable one. Yes, we would have liked to have seen more attendees — we had close to 5,000 people attend — but what is important is that, almost universally, attendees told us how great the event was, especially those that participated in the Interactive Skill Zone clinics. Of course, the fact that we had professional athlete appearances throughout the weekend from some New England Patriots and New England Revolution players added even more excitement to the clinics and expo!

As you can see by these pictures taken during this year's festival, **there was a lot of fun and learning that went on over the 3-day weekend.**

Our sports partners, convinced it's a worthy event, helped in crafting the major changes initiated for the 2008 2nd Annual New England Youth Sports Festival™. The first is combining the Expo and the Skill Zone Clinics together in the field house. Secondly, we are moving the festival dates from March into the third week of February, which coincides with the end of Massachusetts school vacation week, giving everyone a jump on the spring sports season. Early discussions and sign-ups are hinting at increased professional athlete appearances throughout the weekend.

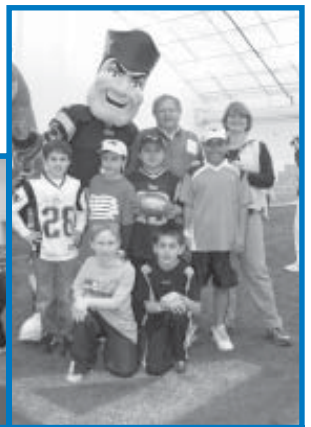
The key festival element is the **Interactive Skill Zones**, a series of scheduled clinics/demonstrations for girls and boys (ages 6-18) to learn and practice their favorite sport or be introduced to a new one, all under the guidance of top area coaches and pros from local organizations and team partners in football, cheer, basketball, soccer, lacrosse, baseball/softball, field & ice hockey.

Additionally a series of **Educational Workshops/Certifications** developed for coaches, officials, parents and administrators, covering topics such as coaching, sportsmanship, responsibilities, scholarships, sports nutrition, and safety will be offered throughout the weekend.

The **YSE Youth Sports Expo™** showcases camps and facilities, product manufacturers, teams, leagues and organizations, and various other related firms, this area is highlighted by a sports product retail sale where one can **SAVE \$\$** on sports equipment & clothing from specialty retailers.

We believe, even more than ever, the New England Youth Sports Festival™ will be **this region's premier Youth Sports event!** Mark your calendars for February 22-24th 2008 and plan on being part of the 2nd Annual New England Youth Sports Festival™. For complete information and updates visit

www.NewEnglandYouthSportsFestival.com. ~Christine Donovan



Ski & Snowboard Expo Recap by Brenda Doll and Dan Schindler

The snow has been flying here in the northeast; the winter season that started with a bang at our expos is continuing on an upward swing, and hopefully Mother Nature will cooperate for the next few months to keep the trend going. All of the expos and shows in our series saw great numbers this fall, from the Seattle and Portland SkiFever Shows, now both produced by Dan & Rebecca Schindler from Tradeshows West and up in attendance to 25,000 and 26,000 respectively, to BEWI's bread and butter expos in Denver and Boston, which also both saw increases, to 30,000 and 45,000, respectively. There was plenty of excitement across the country at all four events, read on for the details:

Denver

Uncle E returned for another Denver Expo (it wouldn't be the same without him, so hopefully we can keep the love between us!) leading the excitement throughout the weekend, especially at Grand Central, which featured everything from a giant Twister game (see pic) to sumo wrestling. The Flying Ace All-Stars thrilled the crowd with their high-flying acrobatics on dual trampolines, sponsored by Crested Butte, and new this year in the Honda Action Sports Zone, DNA brought their Evolution Tour to town and put on the first Rocky Mountain Snowdown, featuring a rail slide competition between students from CU and CSU, sponsored by Winter Park. The Breckenridge Kids Slope saw plenty of action throughout the weekend, as kids gave skiing or snowboarding a try on the mini-slope or played the virtual games in the Adrenaline Jam video game arena. Colorado Ski & Golf saw brisk sales all weekend, as did the many resorts who were selling their passes and discount cards. Special thanks to Colorado Ski Country USA, The Denver Post, and OnTheSnow.com for their long-time involvement in the Expo.



Boston

You could tell just walking around the expo that attendance was up. There were crowds everywhere, from the Ski Market sale at one end all the way to the other end of the hall where the young kids could try out skiing or snowboarding on Stowe's Learning Slope while the bigs kids kept busy in the Adrenaline Jam Interactive video game arena. In between there was even more fun to be had: plenty was happening up in the air, as Ken Kovach and his SkyRiders flipped and twisted above the trampolines as the amazed crowds cheered them on, in the Freestyle Aerial Spectacular, sponsored by Killington Resort. Special thanks to long-time sponsor, The Boston Globe, who brought back an actual skating rink (with artificial ice), where expo-goers who weren't quite ready for the cold outdoors could come glide around for free, right in the middle of the expo. Our Grand Central Stage in Denver is such a big hit we decided to add something similar in Boston this year. The features on the stage included ski magician Steve Finer who wowed the Boston crowds with his amazing illusions and the always informative "I Knew That" Trivia game show, both sponsored by Mount Snow. The Honda Action Sports Zone had plenty of excitement as always, with skateboarders performing tricks galore on the Waterville Valley Street course. And when the snowsliders were ready to find out what this winter's weather holds in store for them all they had to do was stop by the WBZ-TV Weather Center to chat with the meteorologists. With so much going on throughout the expo it was a nice break to be able to stop by the WZLX Classic Ski Lodge and grab a nice cold Newcastle beer - a great way to get in the mood for some apres fun this winter! Many thanks to OnTheSnow.com and all the local radio stations who partner with us to promote the expo and make it a more exciting place to visit: WBCN, WBOS, WBZ, WFNX, WXRV, and WZLX

Portland

Twenty five retailers and over 50 resort and manufacturers enjoyed the highest attendance ever at the 28th annual Portland SkiFever & Snowboard Show in Portland Oregon. Retailers reported brisk increases over last years sales throughout the weekend. Huge crowds were also excited to see the Sports Authority Indoor Rail Jam with local and national stars hitting the rail, and a fashion show with hot dance and hip hop routines featuring Columbia Sportswear and Betty Rides.

We had a lot of bull this year too. Former Freestyle champion Brad Holmes came to the Show courtesy of

Hillcrest Sports to sign autographs and ride the mechanical bull that was great fun. Season pass business was jammed at all resort booths as attendees had their pass pictures taken at the show. Show specials drove business up in anticipation of what looks to be from predictions, a great snow season. "I know one thing, they're buying season passes" said John Tullis of Timberline Lodge Mt. Hood Oregon. Ski Oregon and their support of the event provide two major features including Poor Boyz Films with their new movies "Idea" and "Hey Dude" in the Ski Oregon Freeride Theater and the Virtual Mountain video center kept the groms busy with the latest games. Special thanks to our sponsors Honda, Ski Oregon, The Oregonian, CBS Radio Group, Courtyard Marriott, Alaska Airlines, KATU TV, McDonald's and Widmer and Onthesnow.com.

Seattle

Honda as the title sponsor welcomed skiers and snowboarders to a Seattle show that increased in size with participation of multi retailers which included Sturtevant's, Boardline, Ski Mart, Zumiez, Evo, Seattle Ski and Snowboard, Snowboard Connection, Alpine Hut, Helly Hansen, Mount Pilchuck Sports and others. With the support of Ski Washington, a coupon book filled with two for one skiing offers greeted all attendees as they made their way into the show. Huge crowds watched the Stevens Pass Rail Jam and Fashion show that included Columbia Sportswear and Betty Rides.



Rossignol brought film star Sage Cattabriga to Seattle and Boston to meet his fans.

Many thanks to Rossignol for bringing Sage Cattabriga to the show to sign autographs and greet show goers. The concept of selling season passes as local resorts have in the Portland show for years showed gaining popularity with resorts and attendees. Record number of spectators watched "The Downtown Throwdown" at Qwest Field, on Saturday night. It was very popular with some of the world best snowboard railriders competing for cash prizes. Komo 4 our television sponsor highlighted a segment featuring the Gore-Tex demo truck and the shows giant sale. A fantastic prize giveaway was featured in our sponsoring newspaper the Seattle Times. Thanks to our sponsors Honda, The Seattle Times, Ski Washington, KOMO 4, CBS Radio, Red Hook Ale, The Silver Cloud Hotel, Onthesnow.com, and Alaska Airlines.

Continued from front page:

Of course as past readers know I'm not all work all the time (even though enjoying what I do makes it hard sometimes to call it work). I always make sure to get some quality time on the mountain and this year, while the number of days—only 34!—was less (no skiing my age this year!) the quality of the experience, enhanced by spending my ski days with good friends, was as good as ever. Spring time, though, did see me off on some special journeys: A visit down under highlighted by a three day hike on New Zealand's fantastically beautiful Routeburn Trak; a fascinating visit to Australia's Kakadu National Park, plus some very memorable times spent with dear friends in both countries. Later in the spring I was lucky enough to go to France for some biking in the Dordogne region, as well as to spend a lovely week with good friends on the Lot river.

A highlight of the year, though, would have to be the honor, and award I received, by being inducted into the Hunter Mountain Hall of Fame. Being that I first strapped on skis in New York's Catskill mountains 56 years ago, and spent many of my formative ski days on the slopes of Hunter made this recognition all the more special. What made the day memorable, though, was getting the award personally from Orville Slutsky—see photo—and having a number of good friends on hand to share the occasion with.

Experiences like these—the lifestyle; the trips; the people I know and share things with—are reminders to me how lucky we all are to live in the age and time we do. I think, though, more than ever, each of us must do what we can—with our funds if not also our word and deeds—to help others not as lucky. The best way is to support those causes you believe in; get involved with your community; use your power as a citizen to be engaged and encourage others to do so and, with an all important election coming up, support those candidates who will truly bring about meaningful change, and new leadership, to our country (yes, as some of you already know, I strongly support the candidacy of Barack Obama) It is my basic tenant, and I say it all the time, that it is because of the special situation so many of us find ourselves in that, I believe, we have an obligation to give back to society with our time and resources. BEWI has done this for many years—and will continue to do so. I hope all of you join us.

Thanks for reading this—and our newsletter. Look forward to seeing one and all soon again. Until then, my best wishes for a healthy, joyous holiday season and a very peaceful New Year. Be well—and do good! ~ **Bernie Weichsel**

STEIN ERIKSEN NAMED 22ND ANNUAL BEWI AWARD WINNER by Kathe Dillmann

To anyone who has been skiing since the 1950s, Stein is a recognizable skiing icon. Even those who came to the sport much later, and non-skiers, know who “Stein” is. Worldwide, he may be the best known figure of our sport.

At the annual BEWI Award luncheon on November 16th, at the Exchange Conference Center on Boston Harbor, it was readily apparent why Stein remains such a noted figure as he enters his 80th year. It is not just Stein’s trademark wavy silver-blond hair and sparkling blue eyes, nor trim athletic build that we recognized instantly when he arrived at the celebratory luncheon. It is much more than that. Stein is a presence in any room, and when he addressed the crowd in Boston, that’s when we all knew why his greatness has lasted for more than 60 years.

Those honoring Stein at the podium - Bernie, Andy Ferguson, Harry Leonard – all had colorful, loving, lively recollections of the great man in skiing. He was THE star at Leonard’s early ski shows, his signature appearances sold skiwear and the sport, but he was also always a true friend to the industry.

That became quickly evident when Stein took to the microphone. After several tales (of himself as well as others in the room) that showed a man both humble and humorous about his considerable life accomplishments, Stein

thanked those in the room for making his career such a success. “I didn’t make my career, YOU did,” he directed at Bernie, Harry, Andy and the rest of the crowd of 170 admirers.

As befits another “Bernie Moment,” the lunch host pulled out from his bag of tricks several old Stein posters that put a smile on the old master’s face. Then Bernie announced that he had 25 copies of one that he would have Stein sign, and which he would then sell to the attendees. Proceeds would be split between the New England Ski Museum and the U.S. National Ski Hall of Fame, fitting since the next day Stein was to be given the “Spirit of Skiing” award by NESM and was inducted into the Hall of Fame in 1982.

For the record, Stein is a double-Olympic medalist who parlayed that fame into a lifetime association with alpine skiing. His Olympic glory included a gold and silver medal (GS and slalom) in the 1952 Winter Olympic Games in his native Norway (Oslo). He was also the first skier to win three gold medals at a World Championships, in 1954 (slalom, GS, combined) in Are, Sweden.

Stein arrived in the US in 1954, first as director of skiing at what was to become the giant of Midwest skiing, Boyne Mountain, Mich. Then in the early 1960s, after a few years at Heavenly Valley, CA, Stein came to Sugarbush, an up and coming Vermont resort and helped put it on the map. It was here that Stein truly captivated the American audiences, ski and non-ski alike, with his glamorous image and daring on-slope antics, and where he was honored on November 17th by NESM.

Stein regularly performed his memorable aerial maneuver on skis, a forward somersault executed with a “swan dive,” or layout position, a first in skiing, lending to Stein the title “Grandfather of Aerial Skiing.” No one has ever quite captured the “style” of the sport like Stein’s signature “reverse shoulder” technique, uniquely his own and highly photogenic, like the ski star himself. This glamorizing of the sport was a catalyst for its tremendous growth in the 1960s and 1970s.

Westward again, to Aspen Highlands and Snowmass in the 1970s, Stein has partnered with Deer Valley, Utah since its inception in 1981, still serving as its director of skiing and overseeing the elegant, slopeside Stein Eriksen Lodge there. ❄️



Stein still shows as much GUSTO now as he did in a Schlitz beer ad on the back of a 1964 issue of Ski Magazine.

Many thanks go out to everyone involved with BEWI this past year, whether friends and family who took tickets or schlepped boxes at an expo, or our exhibitors and sponsors at our various events. We can't do it all without you.

Peace and Joy to you and your loved ones this Holiday season and throughout the New Year!

~ Bernie, Brenda, Christine, Tracy

Mark your 2008 Calendars!

New England Youth Sports Festival

February 22 - 24 ~ Gillette Stadium, Foxborough, MA

YES - Youth Enrichment Services' Mass Snow Challenge

March 17 ~ Wachusett Mountain, Princeton, MA

(please visit www.yeskids.org for more info and to register)

Seattle SkiFever & Snowboard Show • Colorado Ski & Snowboard Expo

October 24 - 26* ~ Seattle, WA • November 7 - 9 ~ Denver, CO

Portland SkiFever & Snowboard Show • Boston Globe Ski & Snowboard Expo

November 14 - 16 ~ Portland, OR • November 20 - 23 ~ Boston, MA

*Dates for the Seattle Show are still tentative

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Ski & Snowboard Expos • Winter Specialty Promotions • Youth Sports Festivals

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