

THE BEWI Flyer

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Happy New Year to Friends & Colleagues around the World!

You hold in your hand - or are viewing on a screen - BEWI's, annual missive, recapping where our energies over the past year have been focused, as well as some rants and raves from yours truly. This is the 23rd edition of this newsletter and we are gratified by how many people tell us they read it and, more importantly, enjoy it; we'll try not to disappoint this year. As usual, we'll look back to the year just ending but we'll also look forward with a focus on some of the exciting and positive trends I see emerging at our Expos, as well as in the snowsports community within which we are lucky enough to make our living.

In relation to our Expos, it's a wonderment to many - but a joy to me - that in this age of instant electronic connection, our Expos work, year after year (as they did again this year, very nicely) - and on every level, despite being a vestige of "Old-School" marketing! That means we attract the public, and they shop - whether it's ski/snowboard gear from our retailer, or pass and vacation offerings from our exhibiting resorts. And because they've gotten not only really good deals on products and travel, but also seen great presentations, met some inspiring athletes, and had their kids entertained, they leave happy and, most importantly, they leave with a positive feeling towards their sport and excited to hit the slopes in the coming winter. But what amazes many is this whole chain takes place not on some screen, but through what is still the most effective way pos-

sible to influence someone: one-on-one, face-to-face, not social media, but social interaction. Many are surprised by that and that our expos - and others like them in Los Angeles, Portland, and Seattle - even still exist. But if you know skiers and snowboarders, they (we!) are social animals - in the good sense; they love to interact with their friends, have a good time, and be active in the winter time. (But be assured when it comes to marketing our expos we use all the social media tools; as you'll read inside!) For a complete review of the Expos see Brenda Doll's review inside.

Also this year we again devoted considerable amount of time assisting the US Ski & Snowboard Hall of Fame with its annual induction ceremony. I'm very proud that in my six years as chairman of the Hall - a tenure that is now over - we not only helped the Hall reach some level of financial stability but, just as importantly, greatly increased the Hall's visibility and credibility. This manifested itself not only in increased funding for the Hall, and its sister organization - the International Ski History Association (ISHA) - but by the number of



Fun in Park City during Skiing History Week

people who have made the Hall's annual Skiing History Week (SHW) and Induction Ceremony their season ending highlight. Over 500 people joined us in Park City to celebrate the resort's 50th anniversary. See Christine Donovan's recap of the week inside (and the photo on this page), along with a preview of this year's SHW in Steamboat Springs.

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As we transition from our involvement with the Hall of Fame our attention is turning to other projects within the ski industry. Foremost, at the moment, is the creation of a New England Growth Initiative designed to attract more participants to winter sports in New England, as well as encourage the existing base of skiers and snowboarders to get out more. This element will be accomplished through the further, future development of The "I'm A Hearty New Englander - and I Love Winter" campaign. My role is mainly one of an instigator - as was demonstrated at the meeting we convened back in April in Gunstock, NH. Forty-five representatives, from every segment of our industry: manufacturer, rep, resort, media, and retail, gathered with the purpose of devising a regional growth strategy that would be an extension of the National "Bring a Friend" and "Learn to Ski and Snowboard Month" programs. Such an effort, of course, has implications for the whole country, but is based on the premise that the best way to grow participation is to harness the relationships that exist in regions - and this applies to all regions, not just New England - to create workable and effective growth programs. We're proud to have helped kick off this effort and plan, as I've stated a number of times, to stay involved as a behind the scenes "pusher" to be sure the programs move forward. More details are found in the write-up inside from SnoCountry.com's Tom Horrocks.

Of course, in the coming year I'll be dedicating a fair amount of time to hitting the slopes - still trying to keep up with my age and go for, at least, one more ski day this year than the 65 I did last! I also look forward to continued travel both within the US as well as overseas to visit friends and experience life affirming, and sometimes life altering, events. One of the latter happened this past August when I traveled with my sister, Dr. Ruth Hoffman, and brother-in-law, Dr. Ira Hoffman, to Mainz, Germany for a memorial

event commemorating the lives of my mother's family. Our sister, Eileen Sprague, though she couldn't travel with us, was there in spirit. The event included the placing of special "stones" in the street where the family lived: one for my Mother, Herta Adler, who escaped Germany in 1937, and one for each for her parents, Max and Eva Adler, who were deported "to the east" in 1942. As one would expect it was a very moving experience.

With all the bad news we hear on a daily basis it's important we make note when something very good, and special, occurs. Such was the case when recently I had the opportunity to participate in a very uplifting - and life affirming - event: the 100th Birthday party for Nelson Bennett (and that is not a typo!) at White Pass Ski Area, in Washington - just one of the many places touched by Nelson's leadership in his long and illustrious career (Google him and be prepared to be amazed!) But what made the "party" special was to witness the humility of Nelson as he was honored, not by big wigs or politicians, but by so many people whose lives he has touched in a positive way over the last century; that's a legacy

we all should strive to emulate - I know I will.

Thank you for reading this newsletter. I hope, at a minimum, it inspires you to reflect on this past year - what you accomplished, for yourself, your family, your business, and within your community, and that as you look towards the year ahead you make some resolutions that you can, and will, keep - resolutions to make your world and those within your world, better, safer, more equitable, intelligent, healthier, and a better place for all of us to live. You'll be enriched by this action, as will everyone you know, and the world at large.

I hope our paths and/or skis cross soon - and until then, best for a most happy and peaceful holiday season and a very, very, snow-filled New Year!
~Bernie Weichsel



At the Hall of Fame induction ceremony in Park City, Bernie Weichsel, Donna Catina Gross, Maryanne Leonard, Jordan Simon, and Harry Leonard flank the induction poster for Jerry Simon, who was inducted post-humously this past April.

Skiing History Week

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

Skiing History Week 2014 was held March 31st to April 6th in Park City, Utah, at the Park City Marriott, in conjunction with a special celebration of the 50th anniversary season of one of America's most popular destination mountain resorts – Park City Mountain Resort (PCMR). Since it opened in 1963 – originally as Treasure Mountain – Park City has hosted a number of ski and snowboard competitions, including serving as a major venue for the 2002 Salt Lake City Winter Olympics! We acknowledged these milestones with a special tribute to the US Ski and Snowboard Team, as it marked 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 sport's seminal events, The Beconta Cup.

A number of special events and activities took place throughout the week as part of ISHA's annual gathering, including ISHA's Award Banquet and the 4th Annual Ishpeming International Film Festival of classic ski films. From the welcome party hosted at the Alf Engen Ski Museum by Connie Nelson and her team, to the "Evolution of Freestyle" party on the plaza which included a Barbara Alley fashion show showcasing fashions from the era, along with a trampoline show by "Fuzz" Feddersen's Flying Aces, it was history and fun all rolled into one! The highlight of the week was The Hall of Fame's Annual Induction Ceremony, on Saturday evening,

where some great ski & snowboard legends were inducted into the Hall.

Once again the snow gods were with us and although it was April we were treated to great spring conditions and new snow, making for another great week of skiing. ~Christine Donovan



2014 Hall of Fame Inductees: Joe Jay Jalbert, John Clendenin, Toby Dawson, Barbara Alley (for Jerry Simon), Scot Schmidt, and Kris "Fuzz" Feddersen. *photo credit: Sarah Brunson*

Mark your calendar for Skiing History Week 2015

April 6-12, 2015 in Steamboat Springs, Colorado



Colorado's Steamboat Ski Resort is the site of the 2015 HOF Induction Ceremony as well as ISHA's annual Skiing History Week. The week will feature skiing, historical presentations, awards ceremonies, and a film festival open to the entire Steamboat community. This year's honorees are Curt Chase, Joe Cushing, Chris Davenport, Kristina Koznick, John McMurtry, Ralph Miller, Ross Powers, Erik Schlopy, Bob Smith, and Jeannie Thoren.

HIGHLIGHTS

- Centennial: Celebrate the 100th anniversary of Steamboat's fabled Howelsen Hill.
- Film Festival: The annual Ishpeming Snow 100 Film Festival at Steamboat's Chief Theater
- Legacy Lectures: A presentation on Steamboat legend Buddy Werner will be one of several legacy lectures
- Hall Induction: The Hall of Fame Induction in the Korbel Grand Ballroom of the Steamboat Grand
- First Tracks: Sunday, April 12th will have an opportunity for First Tracks with Hall of Fame skiers and snowboarders.
- Tickets and Registration: Registration for Skiing History Week and tickets for the Hall of Fame Induction are available online at https://www.skihall.com/steamboat_event/. Special lodging packages at the Steamboat Grand and discounted lift tickets will be available to all Skiing History Week registrants.

2014 Ski & Snowboard Expo Wrap-Up ~Brenda Doll

Early flakes flying around the country had people thinking about hitting the slopes this fall, and in Denver and Boston they know the best way to plan for skiing and snowboarding during the coming winter is at our annual Ski & Snowboard Expos. Attendance in both cities held steady with last year, at 27,000 in Denver and 45,000 in Boston.

We had some favorite features and sponsors back again, but also myriad new and exciting happenings in both cities. Doug and Kelley Lewis and their ELITEAM Fitness Challenge are a perennial favorite, as are the trampoline aerial show, put on this year by Ken Kovach and The Skyriders! A pair of kids interactive "snow"-sliding areas, the Kidslope Learning Center (hosted by Winter Park in Denver and Wachusett Mountain in Boston) and Burton's Learn-to-Snowboard Riglet Park returned as well. New to the Expos were Crested Butte's mechanical bull riding arena and the Rocky Mountain Beer Garden in Denver, and the Vertical Runway Fashion Show in Boston, plus both cities featured a salute to the US Paralympic Team and SIA's Interactive Nordic Village. Read on for more details on all these exciting additions.

On top of the new features at the Expos, we also upped the ante on social media, with an all new mobile app, SkiSnowExpo, that included interactive floorplans with exhibitor lists, entertainment schedules, and chances to win prizes at the Expos. Kate Mills, who has been working with us part time for a number of years, handled our Facebook and Twitter contests and giveaways as well, with great prizes donated by exhibitors in both cities (Thanks to all who donated!).

Special thanks to our dual-city sponsors: Liftoptopia, who provided all Expo-goers with a \$10 e-gift card and our new official snow report site of the Expos, SnoCountry.com, and the PR, advertising, and design teams whose hard work in the months leading up to the Expos plays a huge role in the success of the Expos: Janie McCullough and Joan Christensen in Denver, Kathe Dillmann and Howard Temkin in Boston, and Kent and Kurt Barnes for both cities.



Bernie with Boston's Vertical Runway Fashion Show models, modeling their Hearty New Englander buttons, just a few of the 10,000 given away to hearty New Englanders.

Boston

The 33rd Boston.com Ski & Snowboard Expo, presented by Subaru of New England, started off strong on Thursday as it always does - skiers and snowboarders know that's the day to get the best selection on the deals in the East Coast Alpine retail sale area. And then some overnight flurries helped the excitement for the coming winter grow, and expo-goers continued to flock to the Seaport World Trade Center all weekend long.

Boston snowsliders were treated to a return of a traditional fashion show, once a highlight of Expos past, coordinated by our retail partner East Coast Alpine, and produced by Boston-area fashion show maven Kathy Benharris and her team, who did a great job featuring apparel and accessories from Burton, Eider, Mountain Hardware, Powder Room, Ride, Ripzone, Smith, and Volkl. Models strutted the runway all weekend showing off the latest fashion trends that you'll see on the slopes this winter.

There is always a lot of excitement following an Olympic year, and we typically feature a salute to the athletes who competed for our country on the slopes. We changed it up a bit this year, and highlighted some very special athletes who don't always get as much of the spotlight - the US Paralympian Team. Snowboarders Mike Shea and Nicole Roundy, as well as sled hockey team member Taylor Chace, shared the fashion stage with the models, giving inspiring presentations throughout the weekend, talking about the challenges they've faced in their lives, both on and off the slopes and ice. They even joined in with the models on occasion, proving that they really can do it all.

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The other exciting addition to the Boston Expo was SIA (SnowSports Industries America)'s Nordic Village, which you can read more about on the next page in a detailed write up from SIA's own Nordic Director, Reese Brown. Positioned near the ELITEAM Fitness Challenge, that section of the Expo floor was hopping all weekend long as Expo-goers of all ages put themselves to the test trying out various hands-on activities to get them ready to hit the slopes or trails this winter. On the other side of the hall the littlest wanna-be snowsliders were able to take advantage of the gentle incline of the Kidslope, coordinated by Wachusett's Ski School pros, or the Burton Riglet Park, if one plank was more their style.

Once a break was needed from all the interactive fun, grown-ups could enjoy a frosty beverage from Long Trail Brewing, while everyone enjoyed cheering on the high-flying Skyriders! as they performed their twists and flips on the dual trampolines or the slackliners competing in the Slackers Slack Slam Slackline competition, which returned after a one year hiatus.

Many thanks to Subaru of New England, our presenting sponsor; media partners Boston.com and WBZ-TV; feature sponsors Long Trail Brewing, Liftopia and SnoCountry.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, 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.

Denver

Fresh activities highlighted the 23rd Colorado Ski & Snowboard Expo, which this year was presented by Schomp Mini. The Paralympian salute in Denver included 2014 Olympic silver medalist snowboarder Mike Shea and alpine skiing bronze medalists Alana Nichols and Danelle Umstead, and SIA's Nordic Village was always bustling with folks trying out the ski jumping trainer, cross county skiers and snowshoeing. Additional interactive favorites that were new this year included a mechanical bull hosted by Crested Butte (see photo below) and the SkyTech simulator, hosted by the Vail Valley Foundation. The 2015 World Championships will be held at Beaver Creek in February, and Expo-goers were able to jump on the simulator to experience the Birds of Prey downhill course just like the pros will in a few months. Kids had plenty of other things to do as well, from the learn-to areas for skiers (Winter Park Kidslope) and snowboarders (Burton's Riglet Park), the demo areas featuring MBS Mountainboard and Slackline, the climbing wall, and our dedicated friends from ELITEAM, Doug and Kelley Lewis, running the kids ragged on their Fitness Challenge course, and another new activity this year, the Red Bull Mini-Ramp brought in by Woodward at Copper, where skateboarders could try something new or practice their skills a bit before hitting the big time.



Even the little tykes wore the big hat as they tried to stay on the Crested Butte mechanical bull at the Expo in Colorado. photo credit: Stevie Crecelius, Wonderworks Studio

After a few challenging years of trying to make the Rocky Mountain Brew Fest work, we shifted gears and signed on MillerCoors and AC Golden to sponsor the Rocky Mountain Beer Garden, where they featured their favorite beers, including Colorado Native, Blue Moon, and Coors Light, in the Rocky Mountain Beer Garden. The highlight of the beer garden was the entertainment, "Jim Salestrom Presents", a three-day concert series with Izzy Attenborough from Nashville and numerous local favorites performing throughout the weekend.

And the highlight of the entire Expo was Colorado Ski & Golf's blow-out sale, where attendees found deals of up to 70% off anything they might need for snowsliding this winter.

Special thanks to our sponsors: Schomp Mini, The Denver Post, SnoCountry.com, Liftopia, Crested Butte, Purgatory, Steamboat, Winter Park and Woodward at Copper.

Nordic Village Debuts at 2014 Expos

For the first time ever simulated ski jumping was featured at both the Denver and Boston Expos, as BEWI partnered with Snowsports Industries America (SIA), to create the Nordic Village Interactive Zone which featured a ski jump simulator, as well as a cross country ski demo area and learning center that also included snowshoeing.

Attendees may have been lured in to try the exhilarating ski jump simulator, but they were also treated with the opportunity to try real cross country skis and get the feeling of moving around on a free heeled ski system. Staffing for the Nordic Village included two time Nordic Combined Olympian Gary Crawford, an appearance by Olympic Gold Medalist Billy Demong, members of the Inaugural Fly Girl Team, and certified cross country instructors from local Nordic centers.

From opening to close, the booth was bustling with activity with future young guns testing their jumping and cross country skiing skills, those trying for the first time, and spectators looking on in amazement. "It was so exciting to see the interest in ski jumping



Gary Crawford, two-time Nordic Combined Olympian, assists a Boston expo-goer with the ski jump simulator. *photo credit: Reese Brown*

and cross country skiing in this alpine dominated show," stated Reese Brown, SIA Nordic Director. "We are starting to see more interest in cross country skiing as the general public realizes it is not boring or particularly difficult to learn. Many of those that tried during the show are planning to try again on snow this winter."

With this year's success, the Nordic Village Interactive Zone will be bigger and better for next year, incorporating several new elements. If you missed it this year, don't make the same mistake in 2015!

The New England Growth Initiative ~Tom Horrocks

This newly formed initiative is currently working on a number of key programs to grow the sport, including the following:

- Seasonal Lease Program Passport Coupon Book - Completed
- Weather Summit – Planned for 2016
- Region-wide Learn to Ski/Ride and/or Bring A Friend Promotion – Planned for 2016

We launched the Seasonal Lease Program Coupon Book for the 2015 season with more than 20 New England retailers distributing 13,500 coupon books to customers that leased a seasonal ski or snowboard package.

Twenty-four of the 73 New England Resorts participated in this program, offering coupons ranging from Buy One, Get One Free Lift Tickets, to Free Junior Lift Tickets for the 2014-15 season. The goal of this program was to encourage increased visitation at New England resorts, and was modeled after a similar program offered by a number of New York retailers.

The retailers paid for the coupon books that they receive, so there was no charge for resorts or the consumers to participate. In addition, Learn to Ski/Ride and Bring a Friend information was included in the booklet to encourage current participants to introduce friends and family members to the sport.

Moving forward, a Weather Summit is planned for the 2016 season at Killington Resort. In addition, the Steering Committee of the New England Growth Initiative will continue to meet throughout the season to bring forth new ideas and programs to grow the sport.

29th Annual BEWI Luncheon Honors Two ~Kathe Dillmann

Two long-time Boston media executives were honored at the 29th Annual BEWI Award Luncheon at the Seaport World Trade Center in Boston on November 14th. Chris Hill and Cha-Chi Loprete of the CBS Radio Group in greater Boston shared in this year's honors, given annually by BEWI Productions' president Bernie Weichsel.

In announcing this year's winners, Weichsel cited "their long-running commitments to the success of the Boston.com Ski & Snowboard Expo that exemplify the invaluable support provided by all Boston media outlets, not only to the Expo but to the entire New England snowsports community."

Weichsel added that the two exemplified a special commitment to winter promotions, working with their many colleagues at partner stations in the region to develop on-hill promotions as well as their long-standing support for the annual Boston.com Ski and Snowboard Expo.

Chris Hill, general sales manager for WBZ Newsradio for over 20 years and of 98.5 The Sports Hub for five years, is a skier herself. She remarked that skiing and riding have indeed been "a way of life" for her family, extolling the blessing that the sport had been in their lives. "I attend all the radio ski events at all the New England resorts every year," Chris told the luncheon audience.

Working with Bernie and his colleagues, Chris remarked, had included memorable relationships with him; Jane Pitman, retired BEWI media mogul; and Betsy Brauer, Expo registration coordinator, both former BEWI Award winners.

Larry "Cha-Chi" Loprete's radio career spans more than 30 years at WBCN and WZLX in Boston, starting as a volunteer on BCN's request line, followed by an on-air disc jockey stint. He became the promotion director

for both stations and the stations' marketing director since 2001. He has won Billboard Magazine's prestigious Promotion/Marketing Director of the Year twice. When WBCN went off the air in 2009 after 41 years, Cha-Chi was named marketing director for the new 98.5 The Sports Hub, Boston first all sports talk FM station. Since 2005, Cha-Chi has been host of the ever-popular Sunday morning "Breakfast with the Beatles" show, where he has interviewed most of the Fab Four and their associates.

Bernie cited the many partners who are important to the success of Expo each year, including the exhibitors, resorts and manufacturers, athletes, sponsors and the retail partner, East Coast Alpine. "But, in my mind, what is not al-

ways appreciated is the fantastic support we get from the local media here in the greater Boston area. It is truly special and quite extraordinary," he remarked.

Of this year's winners, Bernie extolled their passion for the sport and their long commitment to various charitable events over their many years of radio work. Most importantly, he said, the two honorees were not only effective business partners in the annual Expo but also that working with them had created strong personal friendships as well.

Among the luncheon crowd of 160 were notable ski/snowboard personalities including "the most recognizable skier in the world," Glen Plake, SkiNation.com's new public face, 2010 gold medal Nordic Combined skier Billy Demong; Olympic mogul gold medal winner Donna Weinbrecht; two 2014 USST Paralympic snowboard competitors, silver medalist Mike Shea and Nicole Roundy; new USST Nordic Development coach Gary Crawford; Olympic downhiller Pam Fletcher, and nine previous BEWI Award winners.



Bernie Weichsel (center) with this year's BEWI award honorees, Cha-Chi Loprete and Chris Hill. *photo credit : Kathe Dillmann*



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Ski & Snowboard Expos ❄ Winter Specialty Promotions
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**Season's Greetings
from BEWI!**

Paralympians Mike Shea (back row, far left) and Nicole Roundy (back row, second from right) join the Fashion Show models and BEWI staff (front row, from left: Kate Mills, Brenda Doll, Bernie Weichsel, Christine Donovan, Gary Mayer)
photo credit: Kathe Dillmann

MARK YOUR 2015 CALENDAR!

April 6-12

Skiing History Week

US Ski & Snowboard Hall of Fame Induction Ceremony
Steamboat Springs, CO

November 6-8

Colorado Ski & Snowboard Expo

Colorado Convention Center, Denver, CO

November 12-15

Boston.com Ski & Snowboard Expo

Seaport World Trade Center, Boston, MA

In the coming year I'm planning to focus some of our efforts on raising funds for programs that have an impact within our society at large. As I've said for many years, we, within the snowsports world, are so very lucky to do what we do for a living and to live in the world that provides us with so many great benefits. But I believe we have an obligation to "give back", which many of you already do via donations, etc. My goal is to take things a step further by organizing events - a talent we've proven we have - to raise funds for programs that can have a positive impact. I'm investigating in what field that will be, but don't be too surprised if within the next year you receive a request to participate in an event to raise funds for a worthy cause.

~Bernie Weichsel