

THE BEWI Flyer

VOLUME 1 ----- WINTER 2015 - 2016 ----- NUMBER 24

Season's Greetings to Friends & Colleagues Worldwide!

It's an old cliché—that we all know way too well, especially at this time of year: “Yikes, does time fly; doesn't it seem like just yesterday we____; You fill in the blank.” I like saying graduated high school. But yes, another year is almost over and while there might be a lot of negative connotation to that statement it does also mean I get to write, and you get to read, another edition of The BEWI Flyer, our annual communication to friends and business associates worldwide, highlighting what has happened over the last year in our world, along with a bit of advocacy on my part (of course, getting the Flyer means—the bad news!—we're all a year older now; as I said earlier—YIKES!).

But of course time doesn't fly; a day is still 24 hours. It's just that we all pack way more into any 24 hour period than we used to, which in turn gives us the feeling that “no way” could I have done all that in one day! And outside of our own lives being crammed with more things to do, there is the “real” world—“out there!”—that every day presents us—emphasized by the 24/7 news cycle—with another “Breaking News” crisis. Taken all together it sure seems like the world is spinning faster and faster—and maybe a bit out of control—bringing us all to the year's conclusion even quicker than ever, or so it seems! (And we all know reality beats the facts, hands down!)

But, at least to me, all the craziness only serves to remind me how lucky all of us in the world of snowsports are to be doing what we do—and how, I believe, it is our obligation to try

to help those in our society who are not as lucky as we are. Such actions can extend from getting behind our industry “learn-to programs”—designed to help those of all ages and backgrounds get out, enjoy winter, and learn about the health benefits for those who do take up any wintertime snowsport—to committing funds and/or your time to assist the many programs, in your community or nationwide, who have a

proven track record of helping those in need. I've included in a sidebar on the next page a list of a few of the organizations who I believe are doing very good things; I encourage one and all to investigate and, in your end-of-season giving, consider making a donation to some, if not all, of these organizations (their



websites are included).

Personally, I tried not to let anything slow me down in 2015. Once again I spent a lot of last winter—when I wasn't enjoying the great snow we had here in the Boston area—working on my annual quest to ski, in days on the slopes, my age—and yes, once again, I accomplished my goal by knocking off 66 days (in reality that effort almost knocked me off [my legs!]). My goal [hope!] is to keep this “craziness” up another 4 years, until I hit 70 [I only hope my legs will agree!]). My boards last winter, once again, took me to some great mountains—east to west, in the US and Canada, but the highlight had to be skiing in Eastern Europe on a road trip, in conjunction with my good friend, and great ski writer, Arnie Wilson, through the Tatra Moun-

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tains of The Czech Republic, Slovakia and Poland. This trip fit with my desire to ski in locales where the skiing might not be super-by Rocky Mountain Standards—but the experience of visiting, and getting to know, new destinations, as well as meeting people who I didn't know before, but who quickly became new friends, makes the journey a most memorable and enjoyable one. But, of course, I had some good skiing here in the US—as the photo on the first page, taken with a gaggle of friends in Purgatory, surely attests!

Certainly a lot of my efforts during this past year were focused on keeping our annual Ski & Snowboard Expos—in Denver and Boston—the major pre-season promotional vehicles that our exhibitors, and more importantly, our attending public, have come to expect—no, in reality, demand—from us. We know it is our obligation to present an Expo that delivers to our “clients”—the ski & snowboard community—a con-



Arnie Wilson and Bernie Weichsel in Zakopane, Poland.

sumer that is passionate about snowsports and motivated to buy products and get out on the slopes. And to our attending public, we know it is our responsibility to have a diverse collection of exhibitors on hand with whom they can talk, exhibitors representing mountain resorts; vendors of all types of ski and snowboard gear; and a host of other companies with services or products that interest them. We also know that to make the Expos work properly, and in many ways bond these two constituents together, we must present good quality feature entertainment, and interactive, family-friendly attractions, all of which make our attendees feel good about coming to our Expos, spending money with our exhibitors, and especially with our featured retailer in each city. Please read more about each Expo in the piece by Brenda Doll. You'll also find some good write-ups about this year's BEWI Award luncheon honoring David Ingemie, by Kathe Dillmann, and a fun read on our “Celebrating the Winter of 2015” Duck Tour Parade by Christine Donovan.

In closing, as always I thank you for reading this newsletter—a relic to some in this age of instant electronic communication in that we still “snail” mail it, on recycled paper—which as many of you tell us, you appreciate (but, yes, for those who want it electronically, we do send it that way too). Do keep in mind my opening comments about helping others; you'd be surprised, and pleased with the positive impact you can have on someone who is not as fortunate as you. And the best part, by doing so you'll also enrich your life—a real win-win!

Hopefully our paths, or skis! will cross soon—but until then I send my best for a most happy and healthy holiday season and a truly peaceful New Year!
~Bernie Weichsel

We invite—no, encourage—you to investigate these organizations and, if their mission and purpose appeals to you, to make a contribution to them. Information can be obtained from their websites below and you can also get an independent evaluation of their “worthiness” and efficiency from Charity Navigator – www.charitynavigator.org who rates all non-profit organizations.

WhyHunger

www.whyhunger.org

YES (Youth Enrichment Services)

www.yeskids.org

National Resources Defense Council

www.nrdc.org

POW (Protect Our Winters)

protectourwinters.org

Doctors Without Borders

www.doctorswithoutborders.org

International Rescue Committee

www.rescue.org

Southern Poverty Law Center

www.splcenter.org

The Nature Conservancy

www.nature.org

Habitat for Humanity

www.habitat.org

2015 SKI & SNOWBOARD EXPO WRAP-UP ~Brenda Doll

A record-breaking winter in Boston last year and anticipation of a big El Niño winter for the west had people thinking about hitting the slopes this fall, and in Denver and Boston they know the best way to get ready for winter is at our annual Ski & Snowboard Expos. Attendance in Denver matched last year at 27,000, and was slightly down in Boston, to 42,000.

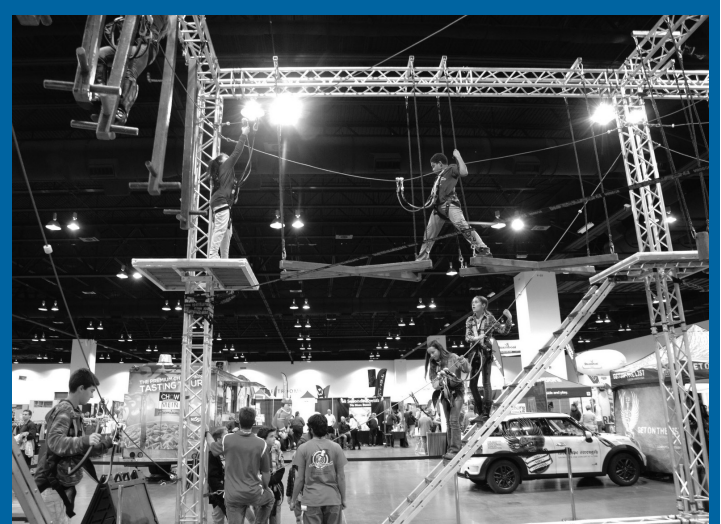
Lots of familiar faces appeared in both cities, from The Skyriders! led by Ken Kovach and Bonnie Wright to Doug and Kelley Lewis with their ELITEAM Fitness Challenge and the Slackers Slackline Demo and competition, as well as additional hands-on favorites, like the learn-to-ski Kidslope (hosted by Winter Park in Denver and Wachusett in Boston), Burton learn-to-snowboard Riglet Park, and SIA's Nordic Village. But as always we had some new features as well. The Nordic Village had a retail component in both cities this year, as well as a biathlon demo where Expo goers could test their aim on a practice target. And plenty of enduring favorite features and sponsors returned to each city, read on below for more specifics.

Special thanks to Liftopia for providing a \$10 e-gift card to all Expo visitors, Active Interest Media for the one-year SKI or Skiing Magazine subscriptions also given to everyone attending the Expos, and our returning official snow report site of the Expos, SnoCountry.com. And of course getting the word out about the Expos to make them the success they are would not be possible without the PR, advertising, and design teams with whom we work in both cities: Kent and Kurt Barnes; Janie McCullough and Joan Christensen in Denver; and Kathe Dillmann and Howard Temkin in Boston.

Denver

The 24th Colorado Ski & Snowboard Expo, presented again this year by Schomp Mini, featured more interactive fun than ever before. After Expo-goers did their shopping for great deals in the annual Colorado Ski & Golf retail area they could check out new favorites like the Crested Butte bull riding arena which provided a second year of fun for all ages. Snow Mountain Ranch joined SIA's Nordic Village as a retail partner and the Mountain Activity Center featured an all-new ropes course, towering twenty feet off the floor, adding to the climbing wall and slackline fun. The Rocky Mountain Beer Garden again featured a variety of favorites from Coors, Colorado Native, and Blue Moon, which could be enjoyed while listening to musical entertainment presented by James Salestrom and other local musicians performing all weekend long.

Special thanks to our sponsors: Schomp Mini, The Denver Post, SnoCountry.com, Liftopia, MillerCoors, Crested Butte, Purgatory, Telluride, and Winter Park.



The high ropes course elevated Denver's Mountain Activity Center to the next level. *photo credit: Steve Crecelius*

Boston

Excitement for winter began a few hours before the official opening of the 34th Boston.com Ski & Snowboard Expo, with a celebratory duck boat tour of downtown Boston—see Christine Donovan's sidebar on the next page for a recap of the exciting details. Once the doors officially opened the buzz did not diminish, with skiers and snowboarders flocking to the East Coast Alpine sale at the back of the hall for a wide selection of gear and apparel, and then crowding the aisles all weekend long, snagging great deals on lift tickets and vacation packages as well as unique gifts and accessories.

The fashion show returned for a second year, with models parading down the runway of the *Country Ski & Sports Fashion Spectacular*, showing off the latest fashions for the slopes from Burton, Karbon, Scott, Skea, Spyder, and Volkl. Expertly coordinated by Kathy Benharris and MCed by Bonnie Wright, this year's show was better than ever. SIA's Nordic Village was

back for year two as well, enhanced by the addition of the Great Glen Outfitters retail sale and the new biathlon demo which challenged plenty of folks to see how good a shot they are. In addition to the enduring favorites mentioned earlier, the NFL sponsored The Skyriders! Aerial Show and had an impressive display of New England Patriots gear on hand in their cozy log cabin-like display (see back page for the BEWI staff modelling a small sampling), where highlights of last year's Super Bowl played round the clock. FrankFM hosted a live music stage featuring up-and-coming local artist as well as fun trivia and family feud style games, and WZLX 100.7FM was back with their Classic Ski Lodge. Long Trail Brewing also returned, serving a sampling of their favorite après-ski beers.

Special thanks to title media partner Boston.com; presenting sponsor Subaru of New England; feature sponsors Long Trail Brewing, NFL, Liftopia, and SnoCountry.com; all of the local radio stations who work with us to promote the expo: Mix 104.1, 98.5 The Sports Hub, WBZ 1030AM, AMP 103.3, 100.7 WZLX, 107.3 WAAF, and FrankFM; and our resort sponsors: Killington, Loon, Mount Snow, Stowe, Sunday River, Wachusett, and Waterville Valley for their involvement with various featured entertainment and activities.



BOSTON'S RECORD

BREAKING '14/'15 WINTER - GUE THE DUCKS!

We kicked off the 2015 Boston.com Ski & Snowboard Expo with a celebration of Boston's best winter ever with fun and festivities on the "Snowiest Winter Ever! Duck Boat Tour", celebrating like all the other famous Boston sports teams do when they have a record breaking season! The only difference was this was not the "Mayor's Parade", since he said he would not be having one to celebrate the history making event—with a total of 110.6 inches for the season, Boston broke its previous all-time winter season (July 1 - June 30) record of 107.6 inches set in 1995-96.

We knew that this parade/celebration wouldn't make everyone happy, but we know that there are a lot of winter enthusiasts out there (we call them "Hearty New Englanders"). A cold chilly rain started at the same time the boats left Seaport's upper viaduct on Thursday, November 12th, but we were not surprised by the many "Hearty" people who jumped at the chance to catch swag being tossed from the boats, perform for the cameras, or just shout along with the rest of us as we paraded through the heart of downtown Boston—through the financial district, by the Public Garden, Copley Square to the Prudential Center then on to Boylston Street and the finish line of the Boston Marathon. It was there that one boat made an impromptu stop at the

Boston Public Library (see Wachusett's video at <http://bit.ly/1M6I3VV>).

The tour was designed, of course, to let everyone know that the Expo was in town but also to make the point that having a lot of snow is not all doom and gloom—you don't have to hibernate, you can get out and enjoy winter by skiing—hitting the slopes at one of New England's ski resorts or just cross-country skiing or snowshoeing in your local park (or down your street!).

Of course we were not an official parade—could you see the City of Boston sanctioning a parade celebrating all the snow they got last year! So we kept the entire effort under wraps until pretty much the day of our "private charter" Duck Boat tour through Boston (yes there are ways to parade through Boston without parading!)

The key to making this event a success was the people on the Duck Boats as we glided through the City of Boston—we had the most fun, happy, enthusiastic people on these boats, making this celebration super special! Participants who filled the five boats were representatives from our resort partners of Massachusetts, New Hampshire, Vermont, Maine, Quebec, and even a few of our Western resorts! Many of our exhibitors, some VIPs including past Olympians, and media partners also came along for the fun!

~Christine Donovan

SIA'S DAVID INGEMIE IS 2015 BEWI AWARD HONOREE

~Kathe
Dillmann

One hundred eighty ski industry leaders attended the largest BEWI Award Luncheon in its thirty year history, which honored SIA president David Ingemie, who will be stepping down from that position in January after more than thirty years at the helm. In making the award presentation, BEWI's Bernie Weichsel noted, "David is an iconic figure in the US and international snowsports business, an innovator in marketing and market research who has worked steadfastly to expand participation in snowsports and increasing sales in all aspects of our industry."

SIA (Snowsports Industries America) is the national trade association representing the suppliers of consumer snowsports products. Weichsel told the gathering, "Our industry is that much better, thanks to the tremendous contributions David has made to it."

Colleagues, family, and close friends who gathered to honor David including his wife Nancy and their two children, Amy and Matthew, and long-time hometown friend Bruce McDonald, former director of skiing at Wachusett Mountain, MA, who stepped up to commend David's many achievements; David had been led to believe that Bruce was the day's honoree.

Another long-time colleague, Balsams developer Les Otten, added to the celebratory remarks before presenting David with a pair of custom-made-in-Maine skis, complete with David's signature embossed on the shiny new surfaces.

SIA COO Bob Orbacz served as the comedic foil during the award presentation while sharing his heartfelt commendations for all that

David has accomplished at the trade association. Another past BEWI Award recipient, ski fashion maven Barbara Alley Simon, shared not only good memories of her working relationship with David, but also a brief video clip of a rather risqué fashion show she orchestrated at a 1990s SIA show in Las Vegas, which has since moved to Denver.

The buzz around the luncheon that day, November 13th, was that while David may be retiring from SIA, there is no doubt that he will be using his long history in the industry to continue making contributions through involvement in various related organizations. He sits on the boards of the New England Ski Museum, the US Ski & Snowboard Hall of Fame, and the International Skiing History Association. David will be inducted into the Hall of Fame in the spring, joining an illustrious group of six other industry standouts

at the presentation in Aspen in April 2016.

The annual BEWI Award Luncheon also featured a presentation by USSA's Eric Webster and Red Sox Big Air rep Fred Olsen on the first-ever major downtown Boston ski competition this coming February. The Big Air at Fenway world cup event will feature top international aerial ski and snow-

board athletes competing in famed Fenway Park, February 11-12, 2016.

SnoCountry.com marketing director Tom Horrocks also told the BEWI audience of its efforts to organize a Weather Summit at Killington, April 1-3, 2016. The Summit will be the New England ski industry's joint effort to involve leading meteorologists in discussions about how winter weather is presented in local, regional, and national weather reports.



David Ingemie is flanked by guests who spoke at this year's BEWI luncheon; from left: Bernie Weichsel, Bob Orbacz, Les Otten, Barbara Simon Alley, David Ingemie, Nancy Ingemie, Bruce McDonald, Eric Webster, Fred Olsen.

photo credit: Kathe Dillmann



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If you would prefer to help us Go Green by receiving future BEWI Flyers via email please send us your email address.

SKI & SNOWBOARD EXPOS ❄️ WINTER SPECIALTY PROMOTIONS

781-890-3234 ❄️ www.SkiSnowExpo.com ❄️ info@bewisports.com



BEWI staff and the Boston Expo crew modeling some NFL gear: Gary Mayer, Brenda Doll, Kate Mills, Bernie Weichsel, Betsy Brauer, Christine Donovan (front); not pictured: Kathe Dillmann.

MARK YOUR 2016 CALENDAR!



February 11-12
Big Air at Fenway
Fenway Park, Boston, MA

April 5-10
Skiing History Week
US Ski & Snowboard
Hall of Fame Induction Ceremony
Aspen, CO



November 4-6
Colorado Ski & Snowboard Expo
Colorado Convention Center, Denver, CO

November 10-13
Boston.com Ski & Snowboard Expo
Seaport World Trade Center, Boston, MA



Best wishes for a wonderful holiday season and fabulous 2016.

Think Snow!

