

THE BEWI Flyer

Volume 1 - - - - - Winter 2016 - 2017 - - - - - Number 25

Season's Greetings to Friends & Colleagues Worldwide!

AS I SIT DOWN TO WRITE THIS LETTER, my annual rambling thoughts on the world of snow - that I, and so many others, are lucky to live within - and other related, and unrelated subjects, I find my mind wandering (a somewhat constant condition these days - as most of my "older" friends can relate to) not so much to the future - which would be somewhat constructive! - but to the past. I presume the catalyst for this "state of mind" is the fact that this year's Boston.com Ski & Snowboard Expo was the 35th that I have produced (not to mention this was my 49th year involved with ski shows, having had a booth selling a book of ski songs, and some records, back in 1967!). Reminiscing that far back I find myself also thinking about a whole bunch of things I've been lucky to have been involved with over the years - freestyle skiing, SKI USA, urban winter festivals, and a number of on-hill promotional events. It's a career of which I am quite proud. And it seems others are too, since - no reason to beat around the bush after all, being that this is my newsletter! - it was recently announced that come April 8, 2017 I will formally be inducted into the US Ski & Snowboard Hall of Fame.

You will read more about the actual induction ceremony - part of Snowsports History Week taking place in The Ski Capital of the East, Stowe, VT - and how anyone can participate inside, but, I must admit, when it was announced that I was to receive this singular honor, my reaction was one of "huh, me?" getting honored for being able to make a living doing, all these many years, what I love! How special is that?! And how lucky am I?! And of course, as you



long-time readers of this newsletter know, that has always been an underlying belief of mine: that all of us who get to work within the international snowsports community are lucky souls indeed and that in turn has always led me to devote time, and resources, to organizations that help others in our society who are not as lucky as I am. One of those - which I've been involved with for 45 years - is Youth Enrichment Services (Y.E.S.) who, in what does seem like a plethora of riches for me, recently honored me with their Lifetime Achievement Award at their annual meeting, held recently in that great home of ski competition (after last year's "Big-Air" event) Fenway Park; a review of what was a very special evening is also inside.

Of course the main focus of my work life continues to be producing our two consumer Ski & Snowboard Expos. Our Boston Expo, for many reasons, continues to serve our snowsports community as the event that in New England signals to skiers and snowboarders from throughout the region that winter is upon us and it's time to get ready - get your gear, buy your passes, and book your vacations. And even after the disappointing winter we experienced last year here in New England it was heartening and encouraging to see the enthusiasm - and yes, optimism - that expo-goers exhibited as they attended the expo in numbers just slightly down from past years. Our Expo in Denver - to be honest - doesn't have the same level of energy we see in Boston, an issue we are working on addressing with our Colorado partners, but the expo still works, with attendance only slightly down, year over year, and both product and lift pass sales volumes holding steady. You'll find, inside, a more de-

continued...

...continued from first page

tailed review of each show - written by Brenda Doll, VP of Expos.

Beyond the expos it was a busy year for me, starting with the previously mentioned Big-Air competition and ending with the largest - in terms of crowds - Women's World Cup races at Killington over Thanksgiving weekend. In between I skied all over - east and west, US and Canada, as well as in the Swiss Alps. Just got 57 days in; I know I'm slipping but if my body lets me I hopefully will get back on track of skiing my age, in days on the slopes, which this year means my goal is 68 days (and if you're wondering, no my ski days are not necessarily full ones!). One reason I didn't end up with as many days on the slopes last year was that I found myself spending some nice time in warm-weather climates - a very different environment for me, but for very good, personal, reasons (and yes, that reason might keep me away from the slopes again this winter!). The highlight of the winter for me was skiing with so many good friends during Skiing History Week in Aspen (see photo on first page); Summer highlight? Being able to catch so many great musical acts when they came through Boston - James Taylor, Bruce Springsteen, and Paul McCartney. I also got to mark two very important milestones - not mine, per se, but I was very honored to be able to celebrate Barbara Alley Simon's 80th birthday and Harry Leonard's 90th! Both are inspiring figures in my life, as well as the lives of many others, as they show us all how to live our lives "forever young"!

Of course while I feel that all is right in my (our) own, insular, world I know things are far from "OK" in the "real" world away from the mountains. From healing the scars of an election that tore our country apart - and the trepidation that our new President will continue to do so once in power (and hoping/praying he won't!) - to both the man-made and natural disasters around the world, the institutions - and what for most of our lives has passed as the "norms" within society operates - are, well, the most

positive way I can phrase it - challenged! Many have the belief that the best way to deal with these challenges is to just hunker down in their own little enclave of life - especially if they live in the fairytale setting of a mountain resort town. But, whether one acknowledges it or not, we are all connected and interdependent and therefore we need to take responsibility for one another - and should act accordingly. Do I have a specific solution? No, but being an optimist - which can be tough these days - I feel working with each other, and through the institutions in our communities, we can create solutions that work for all - in ways that probably aren't immediately apparent but that will make themselves known if we stay involved with our society and friends and family.

So please, take some time to read through this year's edition of our missive to the world - the 25th annual one (that in itself is a frightening milestone - not that we've put out this newsletter for twenty-five years, but that people read it and enjoy it, especially, so many tell us, because it comes to them on paper). You can however, get this newsletter delivered to you electronically, as well as find it,



Christine Donovan, Sara Shaw, Genia Fuller, Jill Griff, Dyke Shaw, Donna Allen, Bernie Weichsel, and Martin Griff at 2016 US Ski & Snowboard Hall of Fame ceremony in Aspen.

and the last few editions - on our website: www.bewisports.com/newsletter. All of us at BEWI appreciate you reading this newsletter - and doubly thank those who take the time to tell us what you think; we accept criticism as well as praise! I hope this newsletter gives you a reason to reflect on what occurred in your life this past year. I also hope you resolve to make your world - for you and all those close to you - better by not only your words but also your deeds. You'll be enriched by such action. As will all you know - and the world at large.

Hope our paths and/or skis cross soon - and until then, best for a most happy and peaceful Holiday season - and depending what you're celebrating, a Merry Christmas and a Happy Chanukah - and a very, very snow-filled, and peaceful New Year!

~Bernie Weichsel

2015 Ski & Snowboard Expo Wrap-Up ~Brenda Doll

NO ONE wants to see a repeat of last winter's dismal weather, and so far things are looking up around the country. It's always a bit scary going into our Expos after a poor winter. Will we get enough exhibitors, or did everyone cut their budgets? Will consumers still come? They barely used their equipment last winter, they don't need new gear, do they? But it was ok. Even though attendance was down a bit in both cities, there was still a lot of pent-up excitement for winter, and it could be felt throughout the halls, as skiers and boarders collected swag, found great deals on lift passes, and geared up for winter. Attendance was down about 10% in Denver to 22,000, and Boston was down just 5%, to 40,000.

We pride ourselves on having something for everyone at our Expos, and while we relied on some perennial favorites this year for many of the features, we did have some new faces as well. Most impressive was the addition of Flippenout Productions and their trampoline aerial show. These Massachusetts locals include a transparent vertical wall in their show (see photo at right), which they bounced over, flipped off of, and just overall impressed the crowds with, during their shows all weekend long in both cities. Doug and Kelley Lewis's ELITEAM Fitness Challenge continued to be a crowd favorite and SIA returned with the Nordic Village as well, providing a taste of cross-country skiing and biathlon.

We upped our social media presence even more this year, and posted pictures on Instagram throughout both weekends. Check out a sampling of the posts on these pages for an overview of some of the great things going on in Boston and Denver. And read on for more specifics from both cities.

But first some shout-outs to the companies that support our Expos in both cities: Liftoptia 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; our returning official snow report site of the Expos, SnoCountry.com; and NFL, the feature sponsor of the Flippenout Freestyle Aerial Show. In addition to the companies that support the Expos, there are also some very important individuals: Kent and Kurt Barnes, of Barnes Bros. Creative who head up the creative side of promoting our Expos, and the rest of our PR and advertising team - Janie McCullough and Joan Christensen in Denver; and Kathe Dillmann, Howard Temkin, and Sally Stitt in Boston.

The afore mentioned Nordic Village, ELITEAM area, and all new Flippenout Aerial Show, were complemented by returning favorites including Crested Butte's bull riding arena, the Mountain Activity Center with towering ropes course and climbing wall and a slackline demo area. Winter Park's KidSlope and Burton's Riglet Learn-to-Ride area rounded out the interactive fun for the whole family.

The father-son duo of Jim and James Salestrom returned to the Rocky Mountain

Boston

Thirty-five years in Boston and the Expo is still going strong. After being involved last year as the sponsor of the Fashion Spectacular, Country Ski & Sport did a great job settling into their new role as exclusive retailer, with offerings from myriad vendors across the snowsports world. Almost all the New England resorts, plus many from Canada, the western US, and even South America, offered specials on lift tickets and vacation packages.

Kathy Benharris returned to spearhead the Vertical Runway fashion show, which featured models highlighting the latest fashions and accessories from Athalon, Burton, Karbon, Marmot, Obermeyer, Scott, Spyder, and Volkl. Other interactive favorites included the Nordic Village, ELITEAM Fitness Challenge, Wachusett's Kid-Slope Learning Area, and the All-Season Mountain Adventure Center. NFL returned to sponsor the aerial show, this time actually selling all the great Patriots gear they showed off last year. The River Acoustic Stage featured up-and-coming local musicians as well as fun trivia and family feud style games. The WZLX Classic Ski Lodge and Long Trail Beer Garden provided plenty of liquid refreshment for the adults while the kids enjoyed all the interactive fun.

Special thanks to media partners Boston.com and WBZ-TV; presenting sponsor Subaru of New England; feature sponsors Long Trail Brewing, NFL, Liftoptia, and SnoCountry.com; all of the local radio stations who do a terrific job promoting the expo: Mix 104.1FM, 98.5FM The Sports Hub, WBZ 1030AM, AMP 103.3FM, WZLX 100.7FM, WAAF 107.3FM, The River 92.9FM, and RadioBDC; and our resort sponsors: Killington Resort, Loon Mountain Resort, Mount Snow, Stowe Mountain Resort, Sunday River, Wachusett Mountain, and Waterville Valley Resort for their involvement with various featured entertainment and activities.

Denver

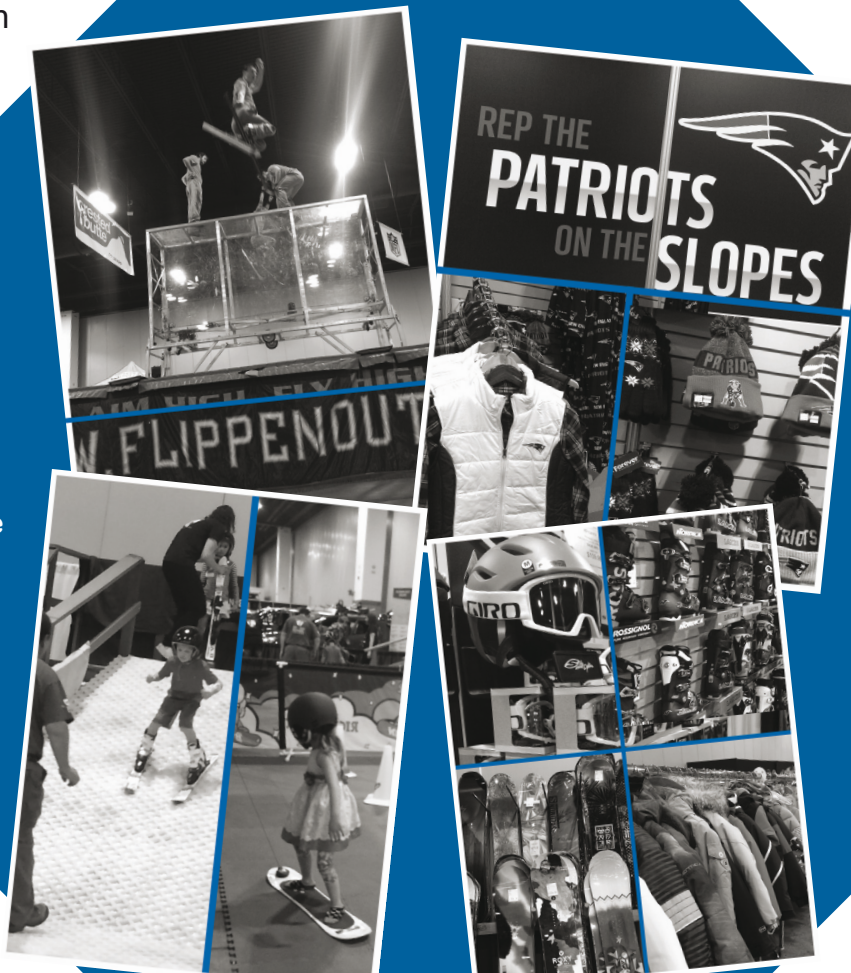
We celebrated our golden anniversary in Denver this year, with the 25th Colorado Ski & Snowboard Expo, which was presented by Schomp Automotive. As always, bargains galore were found throughout the Colorado Ski & Golf sale area, and new this year Expo-goers could also purchase an assortment of Denver Broncos gear in the mini pro shop set up by the NFL next to the Aerial show that they were sponsoring.

#skisnowexpo
#BOskisnowexpo
#COskisnowexpo

#flippenout
#KidSlope
#LearntoSki
#LearntoRide

#NFL
#Patriots
#Broncos

#deals
#COskiangolf
#CountryskiandSport
#snowboard
#winter
#ski





U.S. Ski and Snowboard Hall of Fame Induction | Stowe Edition 2017
In partnership with the International Skiing History Association

A Week of History in the Mountains – Don't Miss It! - Stowe, VT ~ April 5-9, 2017

The announcement of the ten members of the incoming class of 2016 took place at the Boston.com Ski and Snowboard Expo on Friday, November 11th at the Seaport World Trade Center in Boston. An induction ceremony for this incoming class will take place as the culminating event of Snowsport History Week in Stowe, VT. This once in a lifetime event will be held at Stowe Mountain Resort in the Great Room of The Spruce Lodge on Saturday, April 8, 2017.

Among the inductees are President of the National Ski Areas Association Michael Berry; Dan and John Egan, the brothers who have starred in countless Warren Miller films; ski jumping Olympian and coach Jeff Hastings; Copper Mountain conceiver Chuck Lewis; professional snowboarder Shaun Palmer; athlete and author Ellen Post Foster; freestyle icon and ambassador Marion Post Caldwell; National Ski Patrol visionary Gretchen Rous Besser; and ski marketing and consumer show impresario Bernie Weichsel, a global ambassador for skiing.

The week of April 5-9, 2017 will feature skiing and boarding, the 25th annual ISHA Awards for the year's best ski-history books and films, SnowHISTORYx presentations, parties, a film festival, and first tracks with the inductees, USST members, Olympians, and Alumni Hall of Famers. The annual season-ending celebration of history is in partnership with the U.S. Ski and Snowboard Hall of Fame, International Skiing History Association, Stowe Mountain Resort, and Stowe Mountain Lodge. Most noteworthy ~ this is the first time this event has ever been held in the East!

\$35 Lift tickets for event ticket holders ~ \$139 starting price for lodging ~ \$500 3-day VIP Pass
Info and tickets for all Snowsport History Week | Stowe Edition events and Hall of Fame Induction are available at www.SnowsportHistory.com.

Purchase tickets to the ISHA Awards at www.skiinghistory.org/events.

Schedule Highlights

Wednesday, April 5th - 4-5pm ~ SHW Welcome - Vermont Ski & Snowboard Museum,
5-6pm ~ von Trapp Brewery Tour
6-7:30 ~ Night at Bierhall Kick Off Dinner* – Trapp's Brewing Company
8-9:30 ~ The 2017 Jerry's Snow-100 Film Awards – Trapp Family Lodge

Thursday, April 6th - 8am-2pm ~ Snowsports History Tailgate - Stowe Mtn Resort Main Parking lot
4:30-6 ~ ISHA Cocktail Party
6-9pm ~ ISHA Awards* - Trapp Family Lodge

3-Day VIP Pass* Starts

Friday, April 7th - 8-10:30am ~ SnowHISTORYx First Tracks & Presentation – "Stowe – Start to Starting Gate"* – Octagon Summit House
6-8:30pm ~ SnowHISTORYx Presentation – "The Making of Mt.Mansfield" *
9-11pm ~ Inductee & Hall Alumni Welcome Party*
Both taking place at Midway Lodge, Stowe Mountain Resort

Saturday, April 8th - 5-9:30pm ~ Hall of Fame Induction Ceremony*
9:30-11 ~ Afterburner Party* – The Great Room, Spruce Lodge, Stowe Mountain Resort

Sunday, April 9th - 8-10am ~ Hall of Famer's Fast Tracks & breakfast send-off*
Over Easy Gondola Base

*Paid ticket needed for these event (details and tickets at www.SnowsportHistory.com)

2016 YES Celebration Honors Bernie Weichsel with Lifetime Achievement Award

~Christine Donovan

Youth Enrichment Services (YES) Annual Celebration was held December 5th at the State Street Pavilion Club in Fenway Park. The venue overlooked the playing field (where last year's "Big-Air" event was held in February) and the Boston city skyline on a beautiful winter evening and was filled to capacity with 200+ people in attendance.

Mary Williams, co-founder of YES, spoke of her experiences with Bernie over the year's. "Tonight, we are honoring a special volunteer, Bernie Weichsel, who has been serving on the YES Board since 1978.

"We first met Bernie in 1971 at the ski show in Boston. He and Richard became best friends because they were both from New York. Bernie was determined to get more YES kids to the slopes. Within three years, Bernie doubled the number of lift tickets and got thousands of dollars of ski equipment for YES.

"YES receives national recognition and promotion at Bernie's Ski & Snowboard Expos. Bernie also founded the Massachusetts Snow Challenge held annually at Wachusett Mountain.

"Anyone who knows Bernie, knows he has a big heart. He once said 'We all should do what we can - whether through contributions, good deeds, or just helping to get those less fortunate to enjoy some of the joy of being outdoors-and make that part of our overall daily living. Out with selfishness: in with sharing.'

"We at YES want to say 'Thank you, Bernie!' and present you with the Lifetime Achievement Award."

Included in the night's program was a video that included many athletes (Doug Lewis, Tommy Moe, and Donna Weinbrecht, to name a few) and industry leaders from resorts and more, all talking about what Bernie has done for them and the snow industry over the years, while congratulating Bernie on the award even though they could not be with him that night.

Bernie spoke to the crowd about his upbringing as a kid from "the City" - Manhattan to be exact - and how at a young age his parents introduced him to the mountains - the Catskills to be exact - and the outdoors! He fell in love with



Bryan VanDorpe, Executive Director of YES; Mary Williams, co-founder of YES; and Lifetime Achievement honoree Bernie Weichsel

Photo: Amelia Wright

both. The experience made a difference in his life, as he organized ski trips so he could spend time on the mountains. When he met YES's founder, Richard Williams, back in 1971 he knew this was an organization that would introduce Boston youth to the outdoors that he was so lucky to be introduced to as a "city" kid, and over the years he committed to help YES in achieving its mission.

YES's mission has been to inspire and challenge youth with physical and mental activities that foster life-long respect for self, others, and the environment. If you would like more information about Y.E.S. or to make a donation, please visit www.yeskids.org.

BEWI Award Marks Importance of Sales Force to Skiing's Success ~Kathe Dillmann

The 32nd Annual BEWI Award was presented to two top sales executives from New England mountain resorts, Betsy McKeever, Group Sales Manager at Vermont's Okemo Mountain, and Andrew Noyes, newly appointed VP of Operations and former Director of Sales & Revenue at New Hampshire's Loon Mountain.

In presenting his award, Bernie Weichsel noted that "each exemplifies the invaluable support provided by sales and marketing professionals from resorts throughout

the Northeast to the annual Boston.com Ski & Snowboard Expo, and to the entire snowsports community." He praised Andrew and Betsy's professionalism, dedication, and their "passion for the lifestyle that is snowsports."

The BEWI Award Luncheon and presentation, held on November 11th, at the Seaport World Trade Center, was attended by over 150 ski industry executives during the 35th Boston.com Ski & Snowboard Expo, also held at the Seaport.



Betsy McKeever (center) is flanked by Bernie Weichsel, Tim and Diane Mueller (owners of Okemo), and Brian Halligan (former Okemo Director of Sales)

Bernie Weichsel looks on as Andrew Noyes shows off his BEWI Award.

Photos: Peter Hines

Betsy McKeever has served as Okemo Mountain Resort's Group Sales Manager since 2007. She made her first trip to the ski slopes when she was 24, on a five-day ski week at Killington, making her first turns on GLM skis. She and her husband moved to Vermont in 1977, and she got her first ski sales job at Killington in 1980. She has been a familiar and effective snowsports sales force ever since. Some of her clients go back 30 years, testimony to Betsy's sales savvy and professionalism.

Andrew Noyes was recently promoted to VP of Operations at Loon Mountain where he had been Director of Sales and Revenue. He has a long history in sales in the ski and travel industry. From 1984-1992, Andrew was sales director for Loon's Mountain Club hotel, and after a stint in sales for Marriott, he returned to Loon as sales manager in 1996. He has also been interim manager of Loon's Ski & Ride School and Food & Beverage. He has a true passion for the sport and the ski business.



BEWI Productions, Inc.
240 Bear Hill Road, Suite 201
Waltham, MA 02451 USA

If this newsletter was addressed to someone no longer at your company please call or send us an email so we can update our database. 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



We invite one and all to join BEWI in our pursuit to **MAKE WINTER GREAT AGAIN!**

All the best for a wonderful, powder-filled 2017.

~Bernie, Christine, & Brenda

MARK YOUR 2017 CALENDAR!

April 5-10
SnowSports History Week
US Ski & Snowboard
Hall of Fame Induction Ceremony
Stowe, VT

November 3-5
Colorado
Ski & Snowboard Expo
Colorado Convention Center
Denver, CO

November 9-12
Boston.com
Ski & Snowboard Expo
Seaport World Trade Center
Boston, MA