

THE BEWI Flyer

Volume I Winter 2018 - 2019 Number 27

Season's Greetings to one and all - friends and colleagues worldwide!

Like many I enjoy marking milestones in life and celebrating them with friends and associates - and this past summer, you might say, I went a little overboard (okay, make that a lot!) marking my 70th Birthday with two great parties: one in Golden, Colorado - in the shadow of my alma mater, the Colorado School of Mines (well sort of, since I did go there for a year) with over 100 friends from all over the west in attendance; the second - on my actual Birthday (June 30, 2018) was at Nashoba Valley Ski area, just outside Boston, and was attended by over 150 friends from throughout the Northeast. These were fun events - with good food and great music - but what made them special, and memorable, for me, and I believe all in attendance, were the friends that showed up to help me celebrate. As I said at both functions, one marks successes in our lives with accomplishments in school, work, family occasions; I mark it by the friends I've garnered over the years - all of whom I'm grateful to have.

Of course, hitting 70 does compel one (okay-me) to contemplate, and plan, changes in their life - and there is plenty of that going on here at BEWI: most importantly - as I announced at our annual BEWI Award luncheon, this current year - 2018 - is my last year running BEWI full-time. Going forward I am passing the reins, and ownership - over a 4-year phase out - to Christine Donovan and Brenda Doll; the ladies who - as all are aware - pretty much already run our operation. I will still be here but as each year passes I'll be doing less, and Brenda and Chris-

tine will be doing more, of the work of running BEWI. By the way, in reference to our Award Luncheon, of all the activities I've created, it is the one event I am most proud of; it brings our "family" of winter sports enthusiasts together to celebrate and toast the coming season, in a unique and very special feeling of camaraderie.

BEWI's focus is, of course, the Ski & Snowboard Expos we produce in Boston and Denver and, as it turns out, just as I'm phasing out of the day to day operation of BEWI, both of our Expos are facing unprecedented challenges to their actual existence. You'll read more inside about how the Expos did this year, in a review by Expo VP Brenda Doll - but, as is my style of being totally candid, I want to

give an update about the challenges each Expo faces, going forward.

To start - Boston: As I announced at our luncheon (yes, it was a busy event this year; see Kathe Dillmann's super review) we've been given notice - tentatively at the time of the luncheon; officially now - that the Seaport World Trade Center is closing in May 2020 so that the owner/developer can undertake a complete renovation of the facility. It's not going to be torn down, as originally thought, but instead the WTC will be converted into a mix-use facility that will include office, retail, and conference space, and increased public access to the waterfront, but - most importantly - will NOT include any exhibit space! What all this means for our Boston.com Ski & Snowboard Expo is that next fall's Expo will be our last at the Seaport World Trade Center.



Andy Cohen, Marian & Lance Cygielman, Bernie, and Jim Salestrom are all smiles at Bernie's Colorado shindig in Golden.

I'm sure reading this you're wondering: where's the expo going to be held in 2020 and beyond? The short answer - we don't know - yet! All I can say is, at this time, we are looking at a plethora of options, limited though they might be, and are fully committed to finding a new home - somewhere in the greater Boston area - for staging our Expo. We do this for our industry, of course, but, to be totally honest, for a very self-serving reason - it's what we at BEWI live on!

The challenge in Denver is of a totally different nature - but no less a threat to our Expo's existence there. As all involved with our Colorado Expo over the years know, traditionally we stage that Expo at the Colorado Convention Center in early November - and have been doing so for most of the 27 years of the Expo's existence. This year, though, we were forced to hold the Expo two weeks later, over the third weekend in the month, because a new trade show - The Outdoor Retailer Winter Market - decided to take the entire building (there are six halls at the Convention Center). We were worried about having to move our Expo for the simple reason - based upon experience - that there'd be a chance that we'd end up competing with the resorts in Colorado if they were open - and that is exactly what happened. All the local mountains were open that weekend, some with the best early snow seen in years! The result - our attendance was down about 25%. While we are glad to see the Outdoor Retailer Winter Market show come to Denver - it does support parts of our Industry - we felt this show would not utilize the whole building and we could co-exist if they would just let us use one hall (the size we usually use!). But that was not to be, and in the end Winter Market did not use the whole building, leaving the Hall we would've used during their dates sitting empty.

But that was this past year. Going forward we know that if we are to rebuild our Colorado Expo and return it to the healthy attendance we had in past years, we must go back to our tradi-

tional dates in early November. Of course, that is easier said than done; it is a decision pretty much out of our control. But we've made it clear to the decision makers at the convention center

that if we can't get the right dates - or find an alternate facility (as in Boston, nothing is readily available) then instead of putting on a weakened show - and losing money in the process - we won't be coming back to Denver in 2019. I really don't think that will be the case; I think a solution will be found (like sharing the center with the Winter Market!) to keep the Colorado Ski & Snowboard Expo in Denver for 2019 and for many years to come. Stand

by for details, as they become available, but in the meantime mark your calendars, tentatively, to be in Denver, next November 8-10, 2019 (The dates we're shooting for!) By the way - one very positive thing we can say about this year's Denver Expo, was the superb job - in their first year - done by our new retailer, Sun & Ski Sports; We look forward to continue working with them in the coming years.

As you read this I'm sure you're thinking - Bernie's getting ready to leave the scene (you'll notice I'm not using the word retirement), why is he fighting so hard to keep the Expos going. Well, those who know me know that for 51 years now my life, and love, has been the world of snowsports - and whether it has been my Expos, or SKI USA, or any of the other involvements I've had over the years - Winter Festivals, Freestyle Skiing events, Ski History, etc. - I have always maintained that I - and all those I know who are involved with winter time sports - are a bunch of truly lucky folks. So, altruistically, I want to keep both of our Expos going not only so I can actually give Brenda and Christine something tangible, but also as a legacy thing. Yes, my ego is a factor here - because I know our Boston and Denver Expos do serve our snowsport community: Our Expos - like all good direct-to-consumer activities, verses a virtual "event", signal to skiers and snowboarders that winter is coming and it's time to get ready and



Alena, Paul, Kyle, & Brenda Doll, Sharon & Gary Mayer, Bernie, Billie & Alan Singer, and Beth Bronner at Nashoba Valley in June.

33rd Annual BEWI Award goes to Bonnie MacPherson, Tom Meyers

~Kathe Dillmann

Two of New England's top promoters of snowsports, Okemo's Bonnie MacPherson and Wachusett Mountain's Tom Meyers, shared the limelight as recipients of the 33rd Annual BEWI Award. A record crowd attended the awards ceremony at Boston's Seaport World Trade Center on November 9th, held in conjunction with the 37th Annual Boston.com Ski & Snowboard Expo.

Both honorees have a long and outstanding history in the industry. Bonnie, head of PR at Okemo since 2005, is now Vail Resort's Communications manager, Northeast, overseeing PR for Okemo, VT and Sunapee, NH, both recently purchased by VR. Tom has headed marketing at Wachusett since 1996.

In making his award presentations, Bernie Weichsel stated, "Bonnie and Tom are two pros who have set the standard in getting the snowsports message out to the widest possible audiences. Their professionalism and boundless creativity are valued by the media, the public, and the ski industry."

Bonnie's professional journalism background has served her well since overseeing media relations first at Bretton Woods and the Mt. Washington Hotel, at Booth Creek resorts of Cranmore, Loon and Waterville Valley, and then on to Okemo and Vail Resorts.

Tom parlayed his ski marketing experi-



Bernie Weichsel is flanked by this year's BEWI Award winners, Bonnie MacPherson and Tom Meyers Photo: Martin Griff

ences at Mount Snow and Stratton to director of marketing at Ski Vermont before moving to Wachusett for his now 22-year stint there.

Both BEWI Award honorees have long-standing involvement in regional and national marketing efforts at the state and national level. From these varied exposures to a spectrum of skiing experiences, their professionalism has boosted the popularity of snowsports well beyond their singular resort properties. As Weichsel told the gathering, "What Bonnie and Tom have accomplished at their individual resorts projects this industry in a very positive light that is beneficial to all of us, promoting and enhancing the skiing experience that has gained broad exposure for snowsports well beyond their own market areas."

Also, before the award presentation, attendees were able to get a peak at a thrilling event coming to Fenway Park this winter. A video of Red Bull's Crashed Ice showed the wild ride that some of the best skaters in the world will be taking down the steep downhill ice track that will be built in the ballpark. Cameron Naasz, who hopes to regain his world championship crown this winter, took questions from Olympian Doug Lewis and attendees about the sport and the upcoming event on February 8 & 9, 2019.



The Crowleys all - owners of Wachusett - Carolyn, Jeff, and David - previous BEWI Award winners, join in honoring Tom Meyers. Photo: Martin Griff

2018 Ski & Snowboard Expo Wrap-Up

~Brenda Doll

This year's Expo schedule was not as challenging as 2017 when we produced both our Boston and Denver Expos the same weekend, but it was not without some uncertainty. Denver was two weekends later this year than our typical, and preferred, dates of the first weekend in November. This meant it fell after our Boston Expo, which definitely kept Christine and me on our toes throughout the planning, since we had become so accustomed to doing everything for Denver first. From a planning standpoint everything went fine, and it was actually nice to be in Denver without scrambling around between walks on the floor, trying to finish up Boston preparations for a change.

Boston did not disappoint, with many resorts pulling out all the stops to entertain expo-goers with games, food, and musical entertainment. Attendance held steady at 42,000 throughout the four days of the Expo at Seaport, and we're looking forward to one more strong year there in 2019 before we find a new home for the 2020 Boston Expo. The challenges in Denver did take a toll, however, as we saw a 25% decrease in attendance, to 17,000. Read on for more specifics of the goings-on for each city, including thoughts on our drop in attendance in Denver.

But first a few thank yous to those who make the Expos in both cities what they are: Kent and Kurt Barnes, of Barnes Bros. Creative who design all of our ads, both print and digital, and the rest of our PR and advertising team who help us figure out where all those ads should be placed and who needs to know about the Expo so they can come cover it - Kathe Dillmann, Howard Temkin, and Sally Stitt in Boston and Janie McCullough and Joan Christensen in Denver.

Our multi-city partners also returned to provide great bonus offers to all Expo attendees: GetSkiTickets.com provided a \$10 e-gift

card to all Expo visitors and Active Interest Media provided a one-year subscription to SKI Magazine. And SnoCountry.com was back again as the official snow report site of the Expos.



The Skyriders! thrilled crowds in both cities.

37th Annual Boston Expo

As was already mentioned Boston's attendance mirrored last year at 42,000 and our exclusive retailer, Country Ski & Sport, had a slight increase in sales for their third year as our expo partner, expanding their gear and apparel selection even more. We always have some favorite features

back every year because they are such big hits with all our attendees, both young and old. Olympian Doug Lewis returned with his ELITEAM Fitness Challenge and Wachusett brought in their KidSlope Learning Area again - both activities are family favorites as they allow the kids to burn off some energy that may have built up while shopping with their parents, or they could slow down a bit and participate in the always popular I Knew That! Ski Trivia game. And of course there was plenty of spectacular high-flying entertainment to take in, from The Skyriders! aerial trampoline show to this year's amped up rail jam competition, coordinated for us by Justin Morgan of Travel Events Company. The weekend's competitions, highlighted by Saturday's Boston Open Championships sanctioned by World Snowboarding and featuring USASA (USA Snowboard & Freeski Association) qualifier events the other days, attracted competitors of all ages. Boston fashion maven Kathy Benharris, who had coordinated the fashion show for us the last couple of years, switched things up a bit this year with a more intimate feature - *Her Turn at the She Shed*, which was highlighted by fireside chats with industry experts on women's gear and programs and other info for women getting ready to hit the slopes.

Special thanks to our Boston media partners Boston.com and WBZ-TV; presenting sponsor Subaru of New England, who partnered with Country Ski & Sport for a coat drive that benefited the Boston Healthcare for the Homeless program, and provided all who donated a coat a coupon for \$10 off from Country Ski & Sport; and feature sponsors Long Trail Brewing and Coca-Cola of Northern New England. As Boston locals may be aware there have been some shake-ups in the radio world there over the last year, but we still had strong promotional assistance from long-time supporters WBZ 1030AM, WZLX 100.7FM, and WAAF 107.3FM. And resorts Killington Resort, Loon Mountain Resort, Mount Snow, Sugarbush, Sunday River, Wachusett Mountain, and Waterville Valley Resort always provide great backing with their involvement as feature sponsors.

27th Annual Denver Expo

While our planning despite the switched up schedule went just fine, some things you just can't exactly plan on. Of course we love snow, *almost* whenever and wherever it comes, but the abundance of it in Colorado this November was not a great thing for the Denver Expo. In addition to some light snow in and around Denver on the Saturday of the Expo there had been plenty in the mountains in the weeks before, so resorts were already open with a decent amount of terrain and good conditions by the time the Expo opened on the later November weekend, as Bernie explained in his piece. So why would some-



Indoor ramps and rails allowed for an early season rail jam competition right at the Boston Expo

one come into a convention center when they could actually be hitting the slopes? That's a very good question, which fortunately some people didn't ask, and they found some fabulous bargains from our new retailer, Sun & Ski Sports. With only two shops in Colorado they rose to the challenge and brought millions of dollars in inventory and experienced staff from their shops all over the country, resulting in a great showing in their inaugural year as the Expo's exclusive retailer, with an incredible selection of skis, snowboards, apparel, accessories and more.

Schomp Automotive was back again as our presenting sponsor as was our media sponsor The Denver Post. The Skyriders! zipped to Denver to thrill the crowds all weekend long as they did in Boston the weekend before and Doug Lewis was joined by his wife Kelley to keep the kids going in the ELITEAM area. And there was plenty to do for those who wanted their own adrenaline pumped up a bit, from the high ropes course, slackline, and Ninja Warrior demo areas in our Mountain Activity Center to MBS Mountainboard's Atom Longboard demo course, where Expo-goers were able to cruise around the oval track trying out the battery-powered, skateboard-like boards. Loveland returned to operate the KidSlope this year, and again did a wonderful job getting the youngsters on a slope, many for their first time ever.

Thanks also for the support of our resort sponsors in Denver: Crested Butte, Loveland, Purgatory, and Steamboat.



A trio of women in Boston chat with Olympic gold medalist Donna Weinbrecht at the She Shed.



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Congratulations to our dear friend and ski fashion icon - **BARBARA ALLEY-SIMON**

After over 50 years of dedication to ski fashion Barbara will be the first recipient of the U.S. Ski & Snowboard Hall of Fame's brand-new Women in Industry Award.

ABOUT THE AWARD: This award, given annually, provides recognition to the outstanding women whose lifetime contributions have shaped our sports in the US. The recipient of this award is a pioneer of the industry who has made an extraordinary impact through innovation, product design & functionality, fashion, marketing or any area within the industry.

Women recipients of this award ultimately have contributed to the growth and health of the industry. Their efforts deserve ample recognition and this award will be a great platform to do just that.

The perpetual trophy will be showcased in the "Women of Snowsport" display at the Hall of Fame museum in Ishpeming, MI.

The 2019 Women in Industry award will be presented at a special Snowsport History Celebration® event during the Hall of Fame / ISHA Welcome Reception on April 4, 2019 at the Alf Engen Museum in Utah. The award presentation will feature a vintage fashion show hosted by and featuring Barbara's outfits throughout her career.

~Christine Donovan



This year's Class of 2018 U.S. Ski & Snowboard Hall of Fame Inductees are:

Bode Miller (New York, NY) is the most successful U.S. male skier of our time, winning six Olympics medals.

Andrew Weibrecht (Lake Placid, NY) spent 16 years on the U. S. Ski Team, winning two Olympic medals.

Hilary Engisch-Klein (Stowe, VT) is a four-time Women's World Cup Moguls champion and has 35 World Cup victories.

Tom Kelly (Park City, UT) served US Ski & Snowboard for 32 years as VP, communications. He has been active within the USOC and International Ski Federation, including 14 years as chairman of the FIS PR and Mass Media Committee.

Kristen Ulmer (Salt Lake City, UT) is known as the first female extreme skier. In 1997 she became the first female to ski the Grand Teton.

Tom Sims* (Solvang, CA; 1950-2012) founded SIMS Snowboards & Skateboards in 1976 and was World Champion in both sports. Tom was instrumental in snowboarding becoming an Olympic sport in 1998.

Bill Jensen (Vail, CO) was involved in every aspect of operations at resorts around the country during his 45-year nationwide career, including Sunday River, Mammoth, Vail and many more.

Don Henderson* (Fairlee, VT; 1924-2018) was a pioneer of ski racing, veteran of WW II and the Tenth Mountain Division, collegiate star at Middlebury, and head coach for the US Ski Team

*Deceased

...continued from page two



Bernie enjoys modeling Billy Kidd's Olympic medals in June in Golden.

get one's passes, purchase their gear, and book their vacations – and reconnect with their favorite mountains.

Of course, while our Expos are our main interest, BEWI was glad to be involved – mainly with input as an instigator (my

new favorite role!) – with several SnowSports industry programs. This includes the new NASJA Northeast Winter Weather Summit; the New England Growth Initiative and my long-standing commitment to the US Ski & Snowboard Hall of Fame, as well as many of the other regional ski and snowboard museums. As I've advocated for all to do - many times - if you're not at least supporting your local ski museum, being that it's New Year's resolution time, make the decision to do so now!

While thinking about the future of our Expos, as you'd expect, I kept a busy pace enjoying the present and looking to the future. I did try to ski my age in days last year and came close, with 66. I will be trying to hit 70 this year – but after this year I'm done with this fun – but foolish – effort! My boards last winter took me to Italy – Sestriere, site of the 2006 Olympic Games as well as many great days east and west; another highlight - finally riding the Winter Park Ski Train from Denver's Union Station - a highly recommended must-do! Off the slopes the highlight was a toss-up between getting to experience Carnival, in Nice, France, visiting with old friends from my SKI USA days in England, and touring India, an incredibly fascinating country quite different from anything we know in our organized/orderly society.

Looking outside our insular world of snow – something I do with more frequency as I get older – it's not, I think most would agree, a pretty picture. With many places experiencing wars, genocide, and migrant crises – I believe the world cries out for the moral leadership that for most of my life was a given would come – maybe

not always perfectly - from the United States. Although sadly this is no longer the case, with a President who only seems to care about his own inflated ego, picking fights with long-time allies and friends, and showing a perverted respect for tyrants and dictators, while, in this country, supporting forces of hatred and intolerance, in a direct contradiction to what this country has always stood for. People everywhere are wondering what is happening in the United States and, more importantly, what is being done to turn things around. I believe there is good news though, as the midterm elections showed. With a lot of young progressive leaders coming into the picture – led, in my mind, by some remarkable women – I'm convinced sooner than later (like the next election!) our country will once again assume leadership on so many important issues facing our world.

So, like I have always done, I close by thanking one and all for reading our newsletter, listening to what our challenges are – as well as our success and for, well, being part of our world of snow. Please, in these times of angst remember what is good in the world – the friends and families in your life – and show compassion, and charity in words but also in deeds (read – funds!) where needed. In doing so you'll be the main beneficiary – but other's lives will also be enriched at the same time.

Hope our paths and/or skis cross soon. Until then, best for a most happy, and healthy Holiday season - whether you celebrate Christmas, Chanukah, Kwanza or just the winter solstice – and, most importantly a snow-filled (yes, in the Mountains), and peaceful New Year.

~ Bernie Weichsel



Kathe Dillmann looks on at the Boston party as Bernie revels in receiving a gift of a painting by his friend Donna Catena, portraying him flanked by dear friends Harry Leonard and Jerry Simon.



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Wishing you peace,
happiness, and
good health
in 2019.
~Bernie, Christine, & Brenda



Christine, Bernie & Brenda relax on Big Sky Resorts' Ramcharger 8 chair at the Denver Expo.

MARK YOUR
2019 CALENDAR!

SnowSports History Week

April 4-7

US Ski & Snowboard Hall of Fame
Induction Ceremony
Park City, UT

Colorado Ski & Snowboard Expo

November 8-10 tentative

Colorado Convention Center, Denver, CO

Boston.com Ski & Snowboard Expo

November 14-17

Seaport World Trade Center, Boston, MA