

THE BEWI Flyer

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

CHANGE IS AFOOT! As I write this, my annual missive to all those friends and associates I've had the opportunity to work with – and share many memorable experiences with – for over half a century now, I do so with a feeling of melancholy underlying the changes unfolding. I say so since this will be the last column I write for this

newsletter. This is a direct result of the fact that – as most of you know by now - I have relinquished control of BEWI's Ski & Snowboard Expos, handing over the ownership and management of the Expos to SnowSports Industries America (SIA). I strongly believe this change will help ensure not only the survival of our Expos but, given the resources

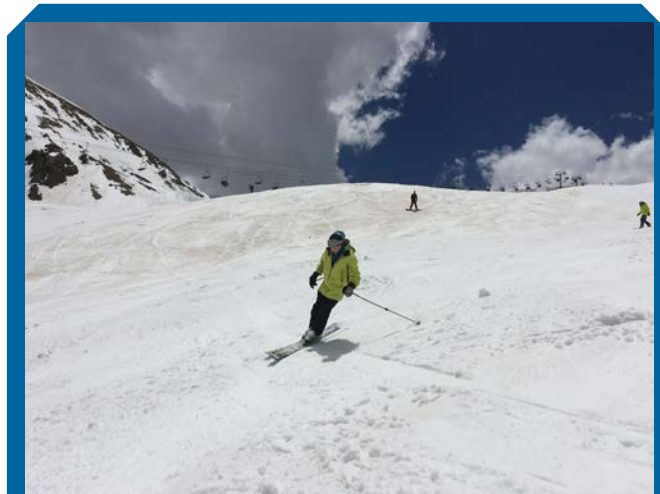
SIA will bring to running them, will help the Expos grow and serve the snowsports communities in the Denver and Boston metro areas even more effectively and productively for the foreseeable future. For an idea of SIA's thinking as they assume control of the Expos – and some of the concepts they're thinking of incorporating into the Expos in the coming years - please read Nick Sargent's (President of SIA!) message, inside this newsletter.

I did write in last year's newsletter that this year was going to be my last running

BEWI's Expos full-time and that we were initiating a succession plan where I'd be transferring ownership of the Expos to Christine Donovan and Brenda Doll – the two VPs of BEWI who, as I've stated many times, are the ones who have run our Expos for many years now. But in the end – given some of the challenges the Expos face going forward – the three of us felt that the Expos, and both Brenda's and Christine's future security, would be better served with the Expos operating under the auspices of our industry's trade association. The key point here is that both Brenda and Christine will not only retain their current responsibilities organizing and producing the Expos but may be taking on more duties as

SIA assumes ownership of the Expos.

We at BEWI have always been most proud – some would say stubbornly so – of our independence. I've always joked that the one constant all of us in the US snow community seem to accept, over the years, is change. But I always said no, the one constant is me - BEWI; we don't change! We've stayed staunchly independent and focused on what we do, and love, for 53 years now, ever since I first worked a ski show with Harry Leonard (see side-bar appreciation of Harry) selling ski posters and a song book,



Bernie enjoying his 70th day, in his 70th year, on the slopes at Arapahoe Basin, CO in June

back in October 1967. But all good things must come to an end – and the set-up being put in place is, as the saying goes, a win-win for all: SIA, Christine and Brenda, me, and most importantly the Boston and Denver Expos and the greater snowsports communities they serve. This set-up is, by far, the best way to ensure our Expos continue to be effective vehicles for promoting the US and international snowsports community for many more years; and I do still plan to be around, at least for one year, advising as needed, and maybe even resurrecting my booth selling ski posters!

Of course, as would be expected, many have already asked me – “What’s next; what are you going to do in your retirement?” Well, in the first place I’m not retiring; I have many projects I’ve been looking to dive into – both in my house (like finally go-

ing thru my poster collection) – and within the greater world. I don’t have specifics yet but there are several fields of public interest – and non-profits that service them - with which I look to get involved. Stand by because once I get my thinking focused, I’ll be reaching out to a lot of you for support and direct involvement (and yes, contributions)!

Frequently, many people winding down their professional careers take on more travel. Honestly, though, it would be hard for me to say I will be doing that with a straight face. I’ve always made travel part of my work and personal endeavors, and 2019 was no different. The year was highlighted by an eye-opening visit to China – visiting Beijing, the ski fields in Chongli and the huge Harbin Ice Festival. We’ve all heard a lot about the Chinese government’s commitment to create 300 million winter enthu-

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Remembering A Legend – Harry Leonard, 7/30/1926 – 5/23/2019

This past year saw the passing of a man who inspired many with his vision and positive can-do spirit. In 1958 Harry founded the modern ski show in Chicago and over the following decades his international ski show circuit grew to encompass seven cities in one continuous coast-to-coast swing. The HALCO show circuit during the heyday of the sport’s growth in the 1960s and ‘70s did more to introduce people to winter sport fun than any other avenue. Harry’s shows - undertaken with his long-time partner, Jerry Simon - not only brought skiing to urban audiences nationwide but also helped



make household names of the top skiers and “influencers” of that era. People like Dick Barrymore, Billy Kidd, Toni Sailer, Roger Staub, Stein Erickson, John Clendenin, and Barbara Alley, just to name a few. Anyone who met Harry instantly became a friend and admirer. But to me he was more than a friend; he was my mentor - a guiding light showing me what to do, and not do - to produce the best darn possible ski show serving both the industry, which saw the shows as a great way to grow their business, and the skiing public, who came to the shows to find out what was new and to get excited for the coming season. These reasons are as valid today as when Harry got his “Ski Fair” show off the ground in 1958. His joyful soul and infectious smile will be missed, but his love of life - and ice cream! - will inspire all who knew him to carry on. I feel confident he’s up on some slope in the sky hanging out with Jerry Simon, Dick Barrymore, Sy Levenstein - another important person in the history of ski shows who left us this year - and Stein Erickson, playing Liar’s Poker - and getting ready for a most heavenly ski season!

~Bernie Weichsel

34th BEWI Award Honors Kathe Dillmann and Frank Tansey

Two New Englanders with long careers promoting skiing and snowboarding, Kathe Dillmann, Manchester, VT, and Frank Tansey, Contoocook, NH, shared the podium at the 34th Annual BEWI Awards luncheon on Friday, November 15th at the Seaport World Trade Center, Boston.

In introducing this year's BEWI Award winners, Weichsel told the crowd of over 170 ski industry executives, "Frank and Kathe share a lifelong passion for snowsports that has radiated into their work, life, friends, and family, including us here at the Boston Ski & Snowboard Expo."

Frank Tansey is a 32-year veteran of ski promotions, heading up the popular Vertical Challenge family ski and snowboard tour, now entering its 30th year.

With a passion for snowsports like so many in our industry, Frank figured out a way to work where he plays, on the slopes. Thus the Vertical Challenge was born.

Frank has always been highly motivated to use the vehicle of ski/snowboard racing to help kids, believing it is good to get them exercising during the winter months while spending quality time with their families. As a result, Frank's interests and programming have encouraged kids to seek ways to help those not as fortunate as themselves, by seeking involvement through skiing and boarding in such outreach efforts as the Make-A-Wish Foundation and Cynthia's Challenge, a 24-hour ski-a-thon he developed with Bob Hoyt at the King Pine ski area in New Hampshire.

Frank has created a number of skier traffic building promotions connecting ski resorts with various sponsors throughout New Eng-

land. He currently serves on the board of the Make-a-Wish Foundation, so far helping to make over 140 wishes come true.

Kathe Dillmann heads up her own PR firm, KADI Communications, in Manchester, VT, which has served a number of ski industry clients, including, for more than 20 years, BEWI Productions and the Boston Ski & Snowboard Expo.

To support her ski habit through the college years, she taught skiing at Stratton, Arapahoe Basin, and Keystone, and did a "junior year abroad" stint teaching skiing in Innsbruck, Austria and hitchhiking around Europe, a rich education in itself. With a journalism degree in hand, newspaper editing was her career of choice.

But fate intervened after a two-year news-

paper career when Kathe began her ski career as national coordinator of Bob Beattie's NASTAR, the national standardized ski racing program, in Aspen. She left that mountain paradise for a 14-year stint as the marketing communications director with the National Ski Areas Association prior to its 1990 merger with SIA. She initiated its 48-page monthly membership newspaper and ultimately coordinated the industry's national marketing campaign in conjunction with SIA, overseeing national TV ad production and various promotional programs.

After serving as marketing and communications director at Waterville Valley Resort for four years, she formed her own communications firm largely specializing in ski industry and non-profit clients. She also currently serves as marketing events coordinator for the International Skiing History Association (ISHA).



This year's BEWI Award winners Kathe Dillmann and Frank Tansey are all smiles with Bernie Weichsel.

Photo credit: Bommie MacPherson

2019 Ski & Snowboard Expo Wrap-Up

~Brenda Doll

2019 saw our Expo schedule getting back on track with timing that worked better than last year's, when Denver was in late November, after Boston. It still wasn't ideal, as Denver's dates shifted earlier than ever, to late October. The earlier dates did have the advantage of very few resorts actually being open (and those that were had limited terrain that early) so we didn't lose attendees (or exhibitors) to the slopes. But we did have the challenge of getting the word out that the Expo was occurring quite a bit earlier than usual. Our crack PR and advertising crew did a great job, as always, and attendance trended back up to 18,000.

One really great thing about October dates for Denver was that Christine and I had two whole weeks in our offices between the Expos, so the craziness of the previous couple of years (remember 2017 when they were the SAME weekend!) was greatly minimized.

Boston rocked this year, with the best attendance in the ten years we called the Seaport World Trade Center our home. We were up about 10% to 46,000, which is close to our best ever Expo - what a way for Bernie to go out on a high note, and to end our run at the Seaport. Don't forget, next year we'll be moving to the Hynes Convention Center in Boston's Back Bay neighborhood.

More details on each Expo follows, but first a few thank yous to those who make the Expos in both cities what they are: our graphic designers who take care of all our ads, both print and digital, Kent and Kurt Barnes, of Barnes Bros. Creative, and the rest of our PR and advertising team who help place the ads and secure media coverage - 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 attend-

ees: GetSkiTickets.com again provided a \$10 e-gift card to all Expo visitors, SnoCountry.com returned as the official snow report site of the Expos, and new this year Alterra Mountain Company provided IKON passes for a giveaway, with every Expo attendee having the opportunity to enter a drawing to win a pass.

28th Annual Denver Expo

In its heyday our Denver Expo had attendance in the mid-20,000s, so 18,000 is not where we want it to be, but after the big drop in 2018 with the late November dates, the late October Expo moved us in the right direction. And we're very excited to see what new and innovative ideas SIA will bring to the Expo in

2020, when we'll be back to our preferred early November dates (check the calendar on the back back).

Colorado, and even Denver, had already received snow when we arrived for the Expo the last weekend in October, so excitement for winter was in the air. There was even snow forecasted for the weekend we were there, but fortunately the light snow on Sunday didn't hinder po-

people's plans to attend (and while it got heavier overnight, we were all able to get home to the East coast on Monday without delays).

Sun & Ski Sports returned for a second year as our featured retailer. They learned a lot in their first year and came back with an even better selection of merchandise and well-prepared staff who now knew the drill.

Schomp Automotive returned as our presenting sponsor, and Denver's ABC Channel 7 joined The Denver Post this year as media sponsors. Resort sponsors who supported the Expo included Aspen/Snowmass, Loveland, Purgatory, and Steamboat, and Ceria Brewing sponsored the Rocky Mountain Beer Garden.



Olympian Doug Lewis keeps the kids going all weekend long in both cities with his ELITEAM Fitness Challenge.

Photo credit: Martin Griff



Shoppers at Sun & Ski Sports in Denver had an extensive selection of skis and other snowsports gear from which to choose.

Photo credit: Joan Christensen

The Skyriders! brought their high-flying dual trampoline show back to Denver to entertain Expo-goers; Olympian Doug and Kelley Lewis kept the kids moving in their ELITEAM fitness area, where kids of all ages raced each other or the clock to see how fast they could make it through the agility challenge course; Loveland's KidSlope was another big hit for families, as even the youngest kids could give sliding down a slope on skis a shot. What a better place to try snowsliding for the very first time than in the warmth of the convention center. For a bit more of challenge, those who wanted to get up in the air were able to scale the climbing wall or tackle the high ropes course in our Mountain Activity Center. So as always there was something for everyone.

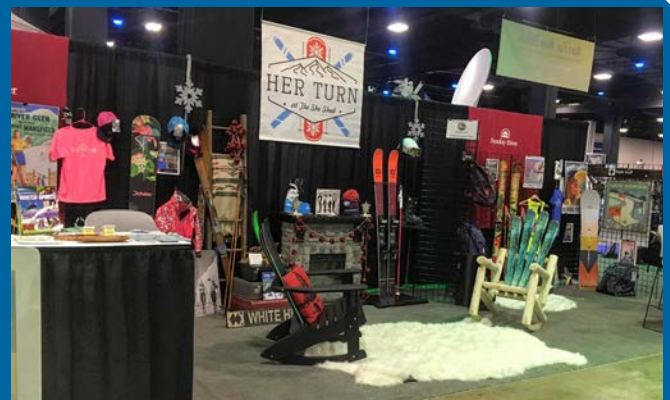
38th Annual Boston Expo

The stars aligned in Boston this year - the weather was almost perfect for an Expo, dry and cold. No one was trying to get the last of their leaves raked, they were getting ready for winter, and all they had to do was get to the Seaport where we had everything they needed to do that under one roof. Our featured retailer, Country Ski & Sport, are pros by now in their fourth year as our expo partner, and had a great selection of hard and soft goods for everyone looking to upgrade their gear for the coming season. And resorts world-wide, from our backyards in Massachusetts, all over new

England, the western US, and Canada, and even South America and Japan were represented and had awesome deals on lift tickets, vacation packages, and season passes.

Doug Lewis's ELITEAM Fitness Challenge and the Wachusett Mountain KidSlope Learning Area are always family favorites where the kids - and there were tons of them all weekend long - flock so they can challenge themselves to start getting ready to hit the slopes. The Sports Activity Center features some non-snow activities as well, including Rossignol's e-bikes demos and the Boston Cannons lacrosse shooting challenge, so there really was something for everyone. And those who just wanted to sit back and watch could take in the jaw-dropping trampoline show by The Skyriders! - always a weekend favorite. *Her Turn at the She Shed* returned, with Kathy Benharris and her team of ladies highlighting even more women-centric gear and programs for the upcoming winter.

Special thanks to our Boston media partners Boston.com, WBZ-TV and radio stations WBZ, WAAF, and WZLX; feature sponsor Long Trail Brewing; resort sponsors Jay Peak, Loon Mountain, Sugarbush, Sunday River, Wachusett, and Waterville Valley; and our presenting sponsor Subaru of New England, whose coat drive partnership with Country Ski & Sport again collected piles of coats that were donated to the Boston Healthcare for the Homeless program. Everyone who donated a coat received a \$10 Country Ski & Sport coupon to purchase a new coat from their sale.



Boston's Her Turn at the She Shed highlighted gear, apparel, activities and more for all the ladies at the Expo.

siasts. Many have taken that to mean skiers and snowboarders, but that goal covers all kinds of winter outdoor activities – sledding, tubing, ice skating, etc. – which you see all over Beijing, including within the famous Bird’s Nest (filled with all sorts of snow play activities in the winter!). But even if skiing and snowboarding are just 10% of the total, that thirty million skier/snowboarder population will far outstrip the number of participants we have in this country. So, despite government road-blocks – on both sides of the Pacific - I believe those companies who are pursuing business in China are on to something big, and I wish them the best of luck (and don’t forget the next Winter Olympics, in 2022, are in China!).

As to this year’s Expos – you’ll find the many highlights reviewed in Brenda Doll’s write-up inside, and I must admit – I’m glowing as I write this – in relation to Boston, it was nice to go out on TOP! This year’s Boston.com Ski & Snowboard Expo was the best with attendance up over 10%. As anyone who was there will tell you it was wall to wall busy, from opening to closing, every day. More importantly, every exhibitor – from our retailer Country Ski & Sport to every resort on-site – reported record sales. Even Denver was up a bit this year, due to earlier dates. But going forward the Expos do face challenges – primarily location and timing of dates. In Boston we at least know that the Expo has a home for the next two years at downtown Boston’s Hynes Convention Center. After that things are up in the air. In Denver it looks like the Expo can move back to our normal early November dates now that Emerald Expositions’ Winter Market shows have imploded.

But the biggest challenge the Expos face - as well as the long-term viability and fu-

ture growth of the US ski industry – is the polarization we are witnessing within - and let’s be honest here – our small world of snow: A kind of polarization which is seeing some companies operating separately, and apart, from the overall community of skiing and snowboarding, to which many of us who read this newsletter are a part of and,

to which in most cases have dedicated our lives and careers. Most of us know, and will agree, that if this industry is going to remain viable and thrive we all need to work together to promote it and help it grow. We cannot just focus our marketing on getting the most customers for our company, and, well, forget the rest of us! Sadly,

there are some companies who believe their only responsibility is to their shareholders and that they feel no obligation to be part of the greater good. I strongly disagree and can only hope that clearer heads prevail in the corporate suites and that those resort operators who have chosen to go their own way decide to re-join the greater “Community of Snow” so we can all work together to ensure a good future for all.

Of course, the year wouldn’t have been complete without a lot of great skiing which culminating in me marking my 70th year on this planet by skiing seventy days last season – ending up on June 7th at A-Basin, in Colorado (the proof is in the front page picture!). I must admit one of the highlights of the year happened off the slopes when I got to attend, with the Roberts clan(!) The Edinburgh, Scotland Fringe Festival - the world’s largest arts festival. It’s been going on for seventy-two years and gets bigger every year; if you’ve been you know how great it is; if you haven’t, do plan on attending one day – soon!

Well as I sign off here, and only from this newsletter, one and all can be sure you’ll



Bernie at China’s Harbin Ice Festival.

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be hearing from me in the future one way or another. There are too many issues that need to be addressed, both within our world of snow, as I like to say, as well as within our greater society, that sometime we need to be reminded that we are part of. I certainly don't have the solutions for these challenges but I know that if enough of us get, and keep, a dialogue going, working together we can find solutions. Being the eternal optimist, one thing I'm pretty sure of is that with election Day 2020 arriving before we know it we'll soon see a change in our country's leadership that will enable us to once again be proud of our country and what its core principals are that people the world over have, and still do, admire.

So, as I have done for so many years, I close with a reminder – and a plea – that while most of us reading this newsletter are very lucky folks to make our livelihood within the world of snow, many, many more aren't as blessed. But I believe it is behooving to us who are so lucky to do what we can to show compassion and charity in words and donated funds. As anyone who already does take such action knows, you'll be as big a beneficiary as those you're gifting. Hope our paths and/or skis cross again soon – until then, best for a most joyous, healthy and happy holiday season – and specifically Happy Chanukah, Merry Christmas and especially a snow-filled and peaceful 2020. *~Bernie Weichsel*



Bernie and friends Ned & Patrick Roberts enjoying Edinburgh's Fringe Festival

SIA

Snowsports
Industries
America

For the past forty years, under the leadership of Bernie Weichsel, the Boston and Colorado Ski & Snowboard Expos have become known as the “official kickoff to winter,” connecting consumers with winter/outdoor products, resorts and specialty retail in a high energy, festival format.

Since selling our B2B trade show, the SIA Snow Show, in 2017 we asked ourselves, “how should SIA evolve to best serve our members?” It quickly became clear that more direct interaction with consumers across all of our properties and programs was important. We made major changes to our business model, programming, and internal structure and this insight and commitment led us to consider our experiential portfolio, which ultimately sparked a dialogue with Bernie and his amazing team.

I'm excited that SIA will continue Bernie's legacy and the tradition that the expos have come to represent while unveiling a new modern, consumer-oriented approach to kicking off winter. It's a perfect fit for SIA and the needs of our members.

There is a great deal to be done between today and the 2020 expos - our plan is to take the DNA of the expos and over time, evolve them to be the most valuable consumer activation for the entire winter sports industry. Every facet of our industry will benefit from this interaction and we couldn't be more excited. More to come.

Nick Sargent
President, SIA

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Ski & Snowboard Expos | Winter Specialty Promotions

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All the best for a
happy, healthy,
and peaceful 2020.

~Bernie, Christine, & Brenda



MARK YOUR 2020 CALENDAR!

SnowSports History Week

March 25–28

US Ski & Snowboard Hall of Fame
Induction Ceremony
Sun Valley, ID

Colorado Ski & Snowboard Expo

November 6–8

Colorado Convention Center, Denver, CO

Boston.com Ski & Snowboard Expo

November 19–22

Hynes Convention Center
Boston, MA

**NEW
LOCATION!**