

THE SNOWBOUND EXPO, the BOSTON SKI and SNOWBOARD EVENT RETURNS NOV. 18-20, 2022

Unseen since 2019, the new expo will take place at the Boston Hynes Convention Center
Also taking place is the Country Ski & Snowboard Sale in Hanover, Mass. Nov. 10-13

BOSTON, MA – Snowbound Expo will bring together thousands of skiers, snowboarders and families to Boston, Mass., to see over 120 brands and an incredible line up of inspirational speakers. Previously known as the Boston Ski & Snowboard Expo and rebranded under new event organizer Raccoon Media Group in partnership with the Snow-sports Industries America (SIA), Snowbound Expo will take place, Nov. 18 to 20, 2022, at the Boston Hynes Convention Center.

Brands showcasing their latest lines of gear, apparel and technology include 4FRNT, 686, Alterra, Anon, Auclair, Big SNOW American Dream, Blizzard, Burton, Chic Chac, Clix Therapy, Darn Tough, Deuter, Fera, Fischer, Head/Tyrolia, Helly Hansen, Hestra Gloves, Ikon Pass, Inferno USA, Kulkea, Majestic Heli Ski, Meier Skis, Ortovox, Outdoor Tech, Parlor Skis, Peak Skis, PHOOZY, Phunkshun Wear, Renoun, and Rollerblade. Others showcasing their products are Nordica, Scarpa, Seirus Innovation, Tecnica, Terrace, Teton Gravity Research, The Venture Syndicate, Ushood, Veltrispot and many more.

Visitors will see Resorts including Valle Nevado, Eaglercrest, Sugarbush Resort, Saddleback Maine, Ragged Mountain Resort, Pico Mountain, Loon Mountain Resort, Killington Resort, Jay Peak Resort, Jackson Hole Mountain Resort and Burke Mountain with more being confirmed.

The full list can be seen on the show website at www.snowboundexpo.com

Stephen Morgan, Managing Director of Snowbound Expo, stated, "We're psyched to bring this event back to Boston with a new and improved format. We know the show is well known and loved by the New England community and we intend to continue that for years to come. Our organization focuses on delivering sustainable events, making sport accessible to all, no matter age, ability, sexual orientation, or race. We support retail by offering brands the chance to bring their latest products offering show prices and promotions for visitors. Our line-up of speakers includes some



JACKSON, WY - Jackson Hole Mountain Resort is one of the destination resorts that are listed to attend, along with regional resorts also listed at: www.snowboundexpo.com
Photo courtesy Jackson Hole Mountain Resort

of the most prolific and inspirational skiers and snowboarders in the U.S., and we hope this will inspire more people to try a new snow sport or skill. We can't wait to bring the winter and outdoor snowsports community together again."

With the speaker agenda just announced (see: www.snowboundexpo.com) visitors will be able to see athletes, ski instructors and influential speakers at all times of the day throughout the weekend.

Visitors will see two main stages, including The Seirus Inspiration Stage and The Snow Skills Cabin, sponsored by Boston.com, where an all-star line-up of speakers will share stories from their careers including Olympians, adventurers, and world record breakers. Visitors to the show can meet the VIPs to get selfies and autographs after their talks at the show as well.

Bode Miller, world renowned Olympic American, World Championship gold medalist and two-time overall World

Cup champion, will join an impressive line-up of famous faces. They will be set to share their career stories, adventures and skills across two stages. These include the North Face rock climber and American mountaineer Conrad Anker, pioneer of extreme skiing Dan Egan, athlete and storyteller Dani Reyes Acosta, plus Disability Access Strategist and athlete, Vasu Sojitra and more to be confirmed before being added to the full speaker list. Please see <https://snowboundexpo.com/speakers/>

When asked about joining the show line up, Miller said: "I'm really looking forward to hanging out with the Boston ski show crowd again. No matter where you ski in the U.S., New England skiers stand out. I couldn't have succeeded without the ski culture they established. It's a homecoming for me."

Other interactive features, and free for visitors while enjoying a full day out, include an Indoor Slope to hone skills and technique, a Balance Board area to trial different movements and test agility plus Giant Curling. There will be a Cross Country Experience for visitors to learn where to go in New England, and She-Shed returns with a shopping experience for women's fashion on the mountain. Après Ski is not forgotten, as the Ikon Pass Alpine Mountain Bar offers a chance for visitors to meet friends for a drink before the season starts.

Tickets are priced with a limited 50 percent off when using the code SKIER NEWS - usually \$30 for a weekend pass (including Friday, Saturday and Sunday) and available for \$15 for a limited time only. Children under the age of 16 have free admission.

You can purchase your day or weekend tickets online for the Snowbound Expo in Boston's Hynes Convention Center from ShowClix: www.showclix.com/event/snowbound-expo

Attending or not, please log to www.AlwaysUpright.com for ski related podcast episodes created at the expo from athletes to ski industry veterans.

Check out www.snowboundexpo.com for details.

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BE AWARE, SKI WITH CARE, KNOW THE CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers.

Observe the code listed below and share with other skiers the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging, look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

KNOW THE CODE, IT'S YOUR RESPONSIBILITY.
(This is a partial list, now wash your hands!)

From the PUBLISHER'S DESK:

By Publisher and Editor, Dave Leonardi

Welcome to SKIER NEWS edition number 119, since 1988.

GET READY FOR OUR PODCAST EPISODES AT: www.AlwaysUpright.com

When you are skiing or snowboarding, it is best to be always upright. That is one of the reasons why SKIER NEWS decided to name our newly minted podcast series just that. You can find the episodes online at www.AlwaysUpright.com. The series will have interviews with ski industry insiders as well as legends in music, entertainment and sports.

Currently on the series, in addition to the ski industry vets, you will find music legends Jay Demarcus, formerly of Rascal Flatts, and Jason Scheff, formerly with Chicago. Also joining the list is Bobby Wilson, the son of the legendary 60s and 70s R&B star Jackie Wilson. Bobby has a great story and reveals much of it during his in-depth interview.

Our sports episode kicked-off with NHL star Washington Capitals forward, TJ Oshie. TJ talks about the comparison of eye-hand coordination for both golf and ice hockey. We caught up to TJ at The American Century Golf Championship in Lake Tahoe last July.

More episodes will be added in November and throughout the ski season.

Check it out at www.AlwaysUpright.com

YOU DID IT, 61 MILLION OF YOU

Congratulations to all of you skiers and snowboarders who used your pass, bought a lift ticket or got a free deal to enjoy our favorite mountain sport. The National Ski Areas Association (NSAA) reported that more than a record setting 61 million of you made your way through the gates and on to the lifts last season.

SPEND ALL WINTER AT YOUR FAVORITE SKI RESORT

Make this your year to work at a ski resort in the great ski town of your choosing. Every resort, every lodging property, every restaurant in every ski town from Maine to California is hiring. Pick your favorite mountain to ski or one that you always dreamed of, skiing and log on to their website to find out more.

They are all hiring. From lift operators, to day lodge cashiers or kitchen staff, you will be paid to be at your favorite resort, and you will ski free if you work at the ski area. Do not delay. Log on to your "wish list" of resorts, and make plans. Become part of the fun and sometimes hard work on the slopes all winter long. Go for it. They need you.

SKI EQUIPMENT SUPPLY

Supply chain issues, at press time in mid-October, are still hitting some parts of the ski industry. The bottom line, if you are thinking about purchasing outerwear or purchasing or renting ski gear, do it as soon as possible. It may not be available until later. Plan ahead. Also keep visiting you local ski shop and maintain your equipment to keep it in great shape.

OUR USUAL CLOSING THOUGHTS - THINK SNOW, SKI SAFELY and STAY WELL

Once again we ask God to bless our troops all around the world, as they continue to defend America against terrorists and other evil-doers so that we can continue to enjoy the blessings of liberty here in our beautiful homeland.

Please continue to travel safely and enjoy the freedom of skiing. Also, do not forget to thank all of our local heroes for helping to preserve our freedoms and our fine way of life.

Thank you for reading SKIER NEWS over the past 35 years and 119 editions.

We hope you continue to read it, enjoy it and visit our websites, all linked from www.skiernews.com and please contact our advertisers for the great deals they provide.

ON THE COVER

JACKSON HOLE

Not to be satisfied with an aerial tram, two gondolas and four high-speed quad chairs, Jackson Hole Mountain resort added a high-speed six pack to replace the Thunder Quad lift. The new lift will provide faster access to some of Jackson's legendary bowls and great groomers. Returning events this winter include the "Golden Ticket" deal, airfare flight credits and much more.

Please read more on pages 2 & 3

Copyright October, 2022, The Skier News, Inc.
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We are now printed on gluten free paper with no GMO's!
SKIER NEWS, published by The Skier News, Inc., a New Jersey Corporation, distributes two national and two regional editions for this ski season, from November through Spring. These double November - Mid-January and Mid-January - Spring, Summer and Fall issues are published online at www.skiernews.com. The inaugural issue was published November, 1988. in the ski industry, that was pre-historic eons ago.

SKIER NEWS gratefully acknowledges the assistance of all of the fine organizations associated with skiing and we are by concept dedicated to promote skiing. We consider the term "skiing" to be the all-comprehensive, generic term for all downhill snowsports.

Appreciation is hereby, once again, proclaimed to Mark Bunzel, now of Washington state. His original technical and computer suggestions, in 1988, helped make the first edition possible. Now he publishes Fine Edge boating books in the Pacific northwest.

Thanks again to the pre-press and press room staff of Brad, Scott, Dan, Jim, Chris, Joe and many, many more.

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SKIER NEWS is published in the shadows of the beautiful but now defunct, formerly rope-tow serviced Belle Mountain Ski Area in Hopewell, New Jersey, Exit 7-A. Printed in New Jersey off of Exit 3.

No animals were killed or maimed in the production of this publication. This publication was not tested on animals.

Unsolicited manuscripts will be used as kindling for our office wood stove or deleted with a loudly vocal "woo-hoo."

One more thing, we do not use a period to end a sentence when that sentence ends with a web URL address. Some knuckleheads might think that the period is part of the web address! Not you, of course, but the guy who picked up the copy just before you or maybe the other guy also at the rack, but don't stare. But just in case we forgot to eliminate one, you would know better than to use the period. Thanks. Why are you still reading this fine print?

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