

MEET BODE MILLER – DESIGNER of PEAK SKIS

“Ski design can only happen holistically. If you alter rocker, you alter turn initiation, which means you must adjust flex and torsion. These details matter. My name is on the skis.” Bode Miller, Cofounder Peak Skis

BOZEMAN, MT – The world knows him as the winningest male alpine skier in U.S. history. But at Peak, Bode is the Chief Innovation Officer. He has always been that way. At 17, he took a band saw to a race snowboard and helped usher in modern sidecut to skiing.

Later, Bode forced himself into European race rooms, tweaking sidecuts, adjusting flexes and building winning skis by hand. That is just his nature. Today, Bode can tell you what is wrong with a prototype just by watching a skier arc.

Bode and Modern Sidecut

As a day student at Maine’s Carrabassett Valley Academy, Bode’s coaches gave him a choice. Ditch skiing, since he was blowing out of every course, in favor of snowboard racing where he showed promise. Instead, Bode cut a deep sidecut snowboard in half and mounted ski bindings to the planks. His race rep saw him leave deep trenches. The engineers signed on. The outcome with his resulting skis was that Bode beat all comers and earned a spot on the U.S. Ski Team. The modern sidecut was born and an Olympic and World Cup champion was in the making.

The Nonconformist, Grit Goes a Long Way

As a race kid, Bode’s day broke at 4:45 a.m., hauling firewood, cracking eggs and scouring cast iron before pull-starting the snowmobile for a six-mile sled in the Maine woods. From there it was 18 miles hitchhiking to school. That sort of self-reliance shaped him.

Instead of accepting the race skis he was handed, Bode designed and built his own, some of which he passed on to Lindsey Vonn. Still today, Bode will not hesitate to take a Dremel tool to prototypes. For the strong-willed, the status quo is more of a door than a wall.

Finding the limit Bode Miller, Champion

When you look at the Olympic medal count (six), World Championships (four golds in four disciplines), and World Cup season titles (six, plus the overall twice), Bode is the winningest male alpine skier in North American history. Along the way he crashed out of more courses than any racer, ever. His success was born out of his willingness to fail, his desire to find the edge. Peak is built on those virtues.

The Why of Peak Skis

Standing behind Bode at their Bozeman R & D Center you will find a team of passionate skiers with some strong beliefs.

They believe in product over marketing. They believe in American innovation. They believe listening to skiers is more important than listening to middlemen. They believe in phone calls not bots. They believe grit trumps mission statements. They believe in standing up after a fall.

They believe in powder mornings and groomer laps; big backcountry lines and magic carpets; welcoming newcomers but honoring our elders, and never forgetting that as much as it consumes our lives, it is just skiing. Whoop it up.

Peak’s Precision Approach

During his World Cup days, Bode’s technicians would sand the sidewalls on his skis with an emery cloth to reduce drag. Two-time Extreme Skiing World Champion and noted Mountaineer, Chris Davenport’s “gearage” is so dialed, he could head out to a Himalayan expedition tomorrow. The factory engineers groan when they see the Peak Techs, because Peak Techs incessantly sweat the minutia. Hell, it took them three months to design the box your skis will arrive in. With Peak, precision matters because you matter.

Testing, Testing, Testing

What is the downfall of most small brands? Confirmation bias: interpreting evidence as corroboration of preset beliefs. Because any skier can adapt to even the worst pair of skis, confirmation bias is a trap.

The goal is for every Peak model to outperform the top skis on the market. To do that, they test them against the best of the rest, repeatedly, from phase one prototypes, to early production, to the final skis sent to you.

The Story Behind the Lightning

Spend enough time in the mountains and it will happen. A storm darkens the sky. Wet flakes swarm. And just as you are zipping into your hood, the crack and roll of thunder. Suddenly you are more aware of your existence.

That is thunder snow, a rarified meteorological occurrence that, to Peak, is symbolic. In an age of homogenization of both skis and skiing, Peak stands apart defying expectations, like thunder in a blizzard.

Why Peak Skis? Hint: It Is about You

Throughout his World Cup career, Bode laid up skis by hand, counseled by his teammates on the nuances of edge angles and flex profiles, and helped build the sidecuts on which we all arc turns today. But none of that innovative work happened in a vacuum. Bode was supported by the best ski technicians and coaches in the sport. Even now, he never fails to credit them with his success.

At Peak, that level of service is everything. Alongside tirelessly driving innovation, it is at the core of what they do. With Peak, you will not encounter middlemen with sales quotas, or soulless bots offering advice based on algorithms. Instead, you will interact with human beings who love skis and skiing, and want to treat you like you are a star of the World Cup.

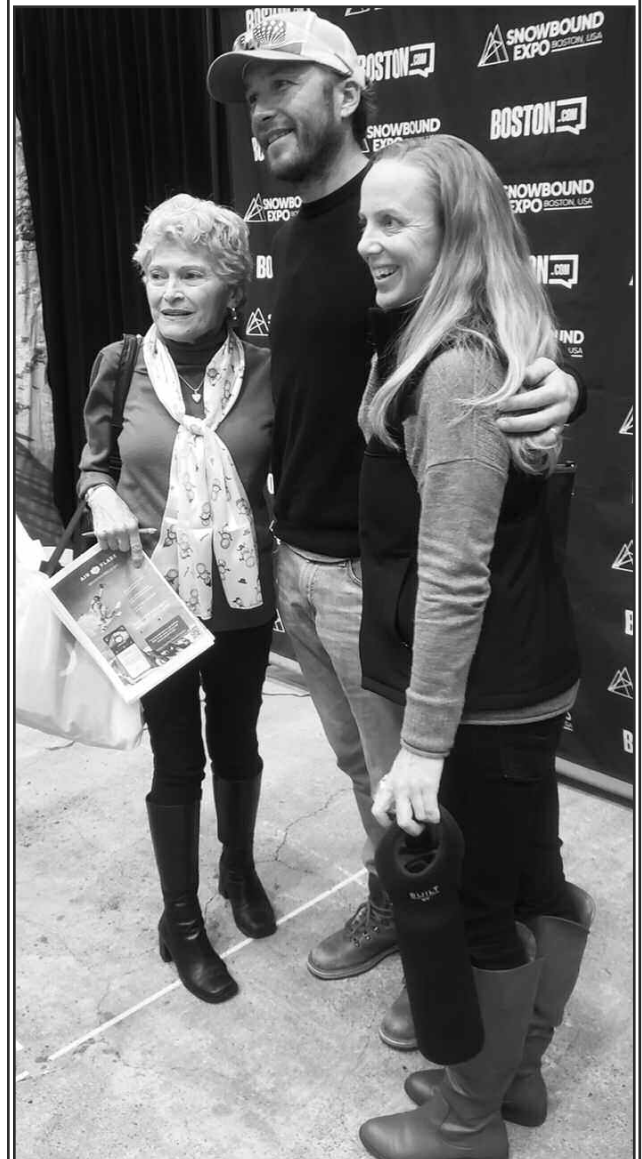
To listen to Bode discuss his Olympic and World Cup accomplishments, and speak further about Peak Skis, log on to www.AlwaysUpright.com and discover Bode’s podcast interview with SKIER NEWS publisher, Dave Leonardi.

Please view, read and share this page online at: www.skiernews.com/Spring2023-PeakEditorial.pdf

This info was found on Peak’s website, for more info on Peak skis, log on to <https://peakskis.com>

Bode poses with fans after his presentation at the Boston Snowbound Expo in November. Bode is America’s greatest ski racer, with multiple wins in all five racing disciplines. Hear Bode speak about his racing career and Peak Skis on the SKIER NEWS podcast at www.AlwaysUpright.com

SKIER NEWS photo - Dave Leonardi



SKIER NEWS

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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 120, 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 has interviews with ski industry insiders as well as legends in music, entertainment and sports.

Log to find in-depth individual interviews with Bode Miller, Dan Egan and Donna Weinbrecht, the first woman to win Olympic Gold in Freestyle Mogul Skiing in 1992.

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 episodes 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 January and continue throughout the ski season.

Check it out at www.AlwaysUpright.com

BONUS SKIER NEWS PAGES at: www.skiernews.com

It happens every so often, we have great stories that cannot fit into our 12-page format. We decided to add a page to our online version of SKIER NEWS. The articles are regarding Copper Mountain’s 50th Anniversary and another on how to bounce back from winter sports injuries. Also there is a report on Lookout Pass on the Idaho-Montana border off of I-90. They basically doubled their terrain and added 500 acres by installing a quad chair to adjacent Eagle Peak and opening new trails. You can log on to read this bonus page, as well as all of our printed pages, at www.skiernews.com/Jan-Spring2023.htm

Among other anniversaries in this edition, Alta, in Utah is celebrating their 85th year, see page 5. Whitefish Mountain in Mont. is celebrating their 75th anniversary, see page 10.

SNOWFALL IS ABUNDANT in the WEST

Resorts in the East are up and down with cold spells and warmer trends. Log on to your favorite Eastern resort for current conditions and enjoy your visit.

However, as the New Year began, snowfall kept pounding the Western U.S. resorts in record and near-record levels. Alta, a SKI UTAH area, has received more than 300 inches of snowfall. Jackson Hole in Wyoming has more than 250 inches of snow. Both resorts are once again on their way to receiving their usual amount of a 500-inch total for the winter. Many Western areas, including Steamboat, Mt. Bachelor and Lake Tahoe Resorts have also been amassing large accumulations of snow since mid-December.

Be careful in the deep stuff, avoid tree wells and download the AirFlare amazing rescue app. Use the QR code in their ad, which appears below the cover photo. You will get six months free and another six-months for just \$4.99. Please read about AirFlare on page 9.

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 120 editions.

We hope you continue to read it, enjoy it, our websites and podcasts. All are linked from www.skiernews.com. Please, also contact our advertisers for the great deals they provide.

ON THE COVER

ALTA SKI AREA

Alta is celebrating their 85th ski season with mega snowfall. At press time on January 3, Alta had received huge amounts of snow totaling more than inches 300 inches. Alta became the leader in snowfall for all major North American ski areas in late December. Alta and many other Ski Utah resorts are having a fantastic snow-filled year. Please visit www.alta.com for updates, and read more on pages 5 & 12

Copyright January, 2023, The Skier News, Inc. S.S.N. 1094-0960 Vol. 36 Issue 120
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 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, Tim, 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 formerly were used as kindling for our office wood stove and now digitally deleted with a loud “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 when typing the URL. Thanks. Why are you still reading this fine print?

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