



www.americanskibike.com

**Check out our
brand new
website!**

News Flashes

* **New Board Members Announced:**

* **Jim Cameron as Chair**

* **Jim Weiland as Vice Chair**

* **Patrick Neelan rejoins the board as Secretary**

* **New Reps Join the ASA:**

* **Western Region Leif Larson**

* **Eastern Region Mark Arnold**

* **Vail Resorts allowing SkiBike categories to expand welcoming 3Ski bikes this coming season.**

* **Rental sales continue to grow. Increased rentals & SkiBike sales...in all styles: Classic Skibobs, Freestyle-Type II, and 3Ski.**

American SkiBike Association

ASA Newsletter *Fall 2018*

Outreach with the National Ski Area Association



We've had a busy summer redesigning the ASA website and updating all the information to our "SkiBike friendly" resorts. Our Webmaster and Data guy, Jeff Butcher, did an awesome job with these projects.

A cornerstone of all this work is our relationship with the National Ski Area Association (NSAA). Since joining this group we have had access to their programs and contacts.

This has given us the chance to reach out and introduce our program to their 400 plus resort membership.

We now have available our "SkiBike Best Practices" that outline the basic guidelines for a ski area to develop a program allowing skibikes on their hill. Also available are teaching guidelines for a resort to tailor a program to educate riders to safely ride on their mountain. All these efforts make it easier for resorts to allow skibiking on their hill.

We will be attending their Tradeshow in January to meet in person and continue a professional dialog with the many resorts that are showing interest in allowing our sport on their mountain. It is an exciting time to be on the crest of this wave.

Resorts that have been reluctant to embrace us are realizing we are organizing a safe and professional presentation. Much more so than the snowboarding community a generation ago. Our organization's professional approach is working. Resorts are listening to us and joining the ASA too.

We can't thank our resorts enough for the chance to show them our developed programs to bring riding and new business to their ski area. We always encourage them to come and ride with us. Our best strategy is ultimately getting them on a bike and show them how easy and safe riding can be! Industry demos will be available this season.

How you can help support SkiBiking: *Join Us!*

The American SkiBike Association is here to help you...

- Gain access to resort for all SkiBike riders, adaptive and able-bodied alike.
- Gain knowledge to help you learn to SkiBike or to improve your riding abilities.
- Be part of a growing community.
- Find all the events and competitions.
- Keep in touch with what the American SkiBike Association is doing for you.
- Just \$25 a year (Business Memberships \$150 /year)



Chairman's Note



THE ASA Board 18/19
Jim Cameron
Chairman

Jim Weiland
Vice Chairman
Education Committee Chair

Scott Carr
Treasurer

Patrick Neelan
Secretary

Jeff Butcher
Board Member
Website/Data Committee Chair

Devin Lenz
Board Member
Race Committee Chair

Don Koski
Industry Ambassador

Regional ASA Reps

Alfie Fernandez, West
Leif Nelson, West
Mark Arnold, East

International Board
Gregor Shuster, Austria

Jason Buckley, New Zealand

Dear Members,

As your new Chairman, I am honored with the chance to lead the American SkiBike Association into some exciting new runs ahead. I want to thank all our ASA members and our current board for your support and dedication moving this organization forward. Special thanks to Jim & Linda Weiland for their above the call of duty efforts helping the association move forward! I'm in awe of the enthusiasm of this entire volunteer group working to achieve our goals.

The new ASA website and outreach we did with the National Ski Areas Association this summer has us moving forward to grow SkiBiking as a sport and it's acceptance in mainstream resort life. The winds of chance continue to blow in our favor. Recreational and adaptive riding is now allowed at 115 ski areas in the USA. Growing this list is my mission! We are trying very hard to expand SkiBike access for you.



We squeeze every penny out of your membership funding, donations and a few small grants we have been very grateful for. Please know, none of the ASA Board of Directors or Representatives are paid for our ASA work, time, travel/food expenses and use of our equipment at these events. We do this work because we believe its good work and its important work!



Lifestyles of Our Rich and Famous SkiBikers

If you ever want to make the point that our sport has been around for a while or that it is not some crazy “extremem only” endeavor, enlighten them with some of these fun stories and images.

One of our favorites is this great image of Paul McCartney on a Skibike. This photo was taken during the filming of the movie "Help" during the mid 60's back in the Beatles Heyday! It is well documented that the "boys" were having a great time on location in Austria & Switzerland playing in the mountains skiing, sledding and skibiking.

There is even a short sequence in this classic film of them riding Ski Bikes to the song: “Ticket to Ride.”



Sir Paul having too much fun!



Mountain Heaven Film
Easy to learn & accessible to all. Skibikes! - Mountain Heaven Film

Even a royal family member got in on the fun back then. The Royal family have been frequent visitors to the posh resorts in Switzerland and Charles and his kids have been life long winter sports enthusiasts.

Here is a fun photo of Prince Charles as a young man riding his skibike dressed for success! They were demonstrating riding on some artificial summer slopes in Europe.

He enjoyed how easy it was for any skier to hop on a skibike and figure it out very fast.

Recognize the spokesperson for American express, Rolex, and Head Skis?

Jean-Claude Killy is arguably the best Alpine ski racer in the world. He swept all three gold medals the 68 Winter Olympic Games.

After coming out of retirement he made a comeback years later to win the brand new Pro Skiing tour. He had a great time whenever he skibiked and certainly was a natural!



One of the greatest and most famous alpine ski racers of all time Jean-Claude Killy

2019 Event Calendar

**Sunrise Ski Park
Resort
Greer, Arizona TBA**

**Brighton Resort, UT
Consumer / ASA
Industry Demo Day
Feb. 9, 2019**

**Sierra @ Tahoe
Consumer Demo
Day
March 9, 2019**

**Hoodoo Resort,
Oregon
SkiBike Festival, Free
Ride and Race
April 6, 2019**



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- Keep in touch with what the American SkiBike Association is doing for you.

Here's how you can help support SkiBiking: Join the ASA!

- Just \$25 a year (Business Memberships \$150 /year)



We need your help. The American Ski Bike Association is a core group of volunteers. We are working hard to get more acceptance at Ski Areas. As SkiBikers, we can all help with that. If you have a local ski area that you would like to consider SkiBiking as a new allowed method of sliding down their mountain. Reach out to the

ASA at our new website:

www.americanskibike.com.

We have wonderful material that can help you with that endeavor. If you are SkiBiking at a resort that has recently allowed us on their slopes...please be an ambassador for the sport. Say hello. Show them your skibike.

Their decision to allow us on the hill is a luxury and access can be taken away just as quickly as they gave it. Be an ambassador for the sport. Someday when you are older and your watching a SkiBiking competition on the TV...you can be proud that you were an early adopter of an amazing Sport and helped to shape it for future generations

Always follow the SkiBiker's Responsibility Code!



As we grow our sport remember to follow the rules. Everybody sliding down the mountain should know this **Responsibility Code**. The National Ski Area Association (NSAA) developed “Your Responsibility Code” which has been adopted by ski areas nationwide to help resort users understand the elements of risk in snowsports. These seven **common sense** rules, combined with personal awareness, can help make the slopes safer and more fun for everyone.

Your SkiBiker's Responsibility Code

Always use devices to help prevent runaway equipment.

Prior to using any chairlift, you must have the ability to load, ride and unload safely.

Whenever starting downhill or merging onto a trail, look uphill and yield to others.

People ahead of you have the Right of Way. It is your responsibility to avoid them.

Always be in control, and able to stop or avoid other people or objects.

Do not stop where you obstruct a trail, or are not visible from above.

Observe all posted signs and warnings. Keep off closed trails and out of closed areas.

Some ski areas have additional requirements for SkiBikes, so always check to be sure. If you need help with chairlift loading, or runaway device restraints, refer to the Ski Area's rules, and manufacturer's instructions for your specific equipment.



American SkiBike Association

a 501(c)(3) Non-profit Organization



Bring a Friend This Season



Great consumer exposure we did through our demos last year. Try to join us in 2019. It's great for our sport and fun for all!



E-Bikes in the Bicycle Industry...A lesson for us?

For those of you that follow the regular bicycle industry you have seen the surge in E-bikes and their recent explosion on the scene. The past couple of years they are suddenly in shops across the country and even available at resorts for rent. Is there a lesson to be learned?

E-bikes were scorned for many years and not embraced by the old school bicycle industry. Major brands stood aside and watched smaller companies pioneer the category and develop good reliable products. Die-hard bicyclists looked down on a new trend. Suddenly the marketplace came to life when the early adopters handed off their torch to their friends and family. The Demand for this new style of riding enlightened the old school and they began renting and selling the category. As this demand grew, the major bike brands jumped on the bandwagon. Now E-bikes are a category entrenched in bike shops and likely here to stay.



Ski bikes are at a similar crossroads. We have been scorned, and outlawed as resorts while managers and riders watch the sport develop. The early adopters pioneered this new sport and told their friends and family all about their new passion. When I finally tried an E-bike last summer and I was blown away at how much fun it was. "Game changer" is what came to mind with an aging body and older legs. This will get me out bike riding more often and with the enthusiasm I hadn't felt in years.

There are so many similarities to the attraction of SkiBiking to the Baby Boomer generation. Like E-bikes, SkiBiking is so much easier on mogul shot knees and well used bodies. SkiBiking gets us out on the mountain and is the great equalizer. Families can enjoy it together. Bored skiers and boarders can rediscover the mountain and remain active participants at ski resorts. Resorts are now suddenly embracing these new activities. Renegade snowboarders of the 1990s changed the resort dynamic and are now a welcomed core of customers.

We believe SkiBikes and other alternate sliding devices are soon to fall the way of the E-bike and be a welcomed addition to resorts worldwide.