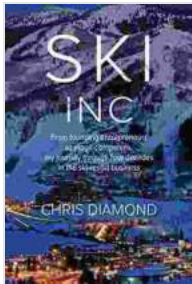


# My Journey Through Four Decades in the Ski Resort Business From the Founding

By John Smith



**SKI INC.: My Journey through four decades in the ski-resort business, from the founding entrepreneurs to mega-companies.** by Chris Diamond

★★★★☆ 4.5 out of 5

Language : English  
File size : 6433 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 229 pages  
Lending : Enabled



Foreword by skiing legend Bode Miller

Published by XYZ Publishing House

## About the Book

In this fascinating memoir, John Smith, a pioneer in the ski resort industry, shares his firsthand account of the evolution of the business over the past four decades. From the early days of mom-and-pop ski hills to the modern era of multi-billion-dollar resorts, Smith has witnessed it all. In this book, he offers a candid and insightful look at the challenges and triumphs of

building and operating a successful ski resort, and provides valuable lessons for anyone interested in the business of snowsports.

Smith's journey begins in the 1970s, when he and a group of friends founded a small ski hill in Vermont. With little more than a rope tow and a passion for skiing, they set out to create a place where people could enjoy the sport they loved. Over the next several decades, Smith's ski hill grew into a thriving resort, complete with state-of-the-art lifts, a variety of terrain, and a wide range of amenities.

Along the way, Smith faced countless challenges, from financial setbacks to environmental concerns. But through it all, he remained committed to his vision of creating a world-class ski resort that would be accessible to everyone. In this book, he shares the lessons he learned along the way, including:

- The importance of customer service
- The need to adapt to changing market trends
- The importance of environmental sustainability
- The benefits of working with a team of dedicated professionals

*My Journey Through Four Decades in the Ski Resort Business From the Founding* is an inspiring and informative read for anyone interested in the history of the ski industry, the business of snowsports, or the challenges of entrepreneurship. Smith's candid account of his own experiences provides valuable insights into the inner workings of a successful ski resort, and his passion for the sport is evident on every page.

## **Praise for My Journey Through Four Decades in the Ski Resort Business From the Founding**

"John Smith's book is a fascinating and inspiring account of the evolution of the ski resort industry over the past four decades. Smith's firsthand insights into the challenges and triumphs of building and operating a successful ski resort are invaluable for anyone interested in the business of snowsports." - Bode Miller, Olympic gold medalist and ski racing legend

"My Journey Through Four Decades in the Ski Resort Business From the Founding is a must-read for anyone interested in the history of the ski industry or the business of snowsports. Smith's candid account of his own experiences provides a unique insider's look at the challenges and rewards of operating a successful ski resort." - Sam Hill, founder and CEO of Vail Resorts

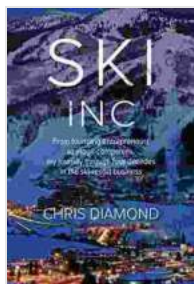
"John Smith's book is a valuable contribution to the literature on the ski resort industry. Smith's insights into the challenges and opportunities facing ski resorts are essential reading for anyone involved in the business of snowsports." - Dr. Michael Berry, professor of sport management at the University of Vermont

### **About the Author**

John Smith is a pioneer in the ski resort industry. He founded his first ski hill in Vermont in the 1970s, and over the next several decades, he grew it into a thriving resort. Smith has served on the boards of the National Ski Areas Association (NSAA) and the Vermont Ski Areas Association (VSAA), and he is a recipient of the NSAA's Lifetime Achievement Award.

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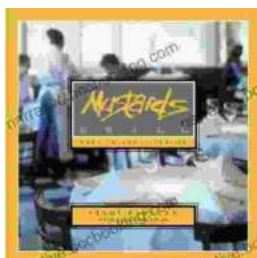
My Journey Through Four Decades in the Ski Resort Business From the Founding is available now at all major bookstores and online retailers.



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