

Starting Gate

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FEBRUARY 2018



Airing in March

Check your local listings



World Pro Ski Tour's second season launches at Waterville Valley Resort

The Tour is back with Feb 8-10 season opener

The World Pro Ski Tour will kick off its second season February 8-10 in almost twenty years with the White Mountain Dual Challenge at Waterville Valley, one of the best-known resorts in the world for hosting premier events. Tucked in the White Mountain National Forest on Mount Tecumseh, Waterville Valley boasts 265 skiable acres and a vertical drop of 2,020 feet. The resort hosted numerous pro tour events between 1970 and 2000, is known as the birthplace of freestyle skiing, and also hosted dozens of alpine World Cup events in the 1980's.

The reborn World Pro Ski Tour hosted its debut event March 9-11, 2017 at Sunday River Ski Area in Newry, ME. The Pro Ski Challenge at Sunday River featured NCAA champions, World Cup racers, and Olympians in the first pro tour style race in the US since the late 1990's. Four-time national champion David Choudounsky narrowly defeated 2017 US and Canadian national slalom champion AJ Ginnis in the finals to take the \$10,000 prize.



Challenging the dual course: Jake Jacobs and Alec Tarberry battle it out.

This year's event will feature many of the same top US and Canadian ski team athletes including top challengers from Europe and elsewhere. One of the new athletes to watch for at Waterville Valley will be Nolan Kasper. After qualifying for the 2010 Vancouver Olympic team, Kasper finished second in a World Cup at Kransjka Gora, Slovenia at the age of 22. At the 2014 Sochi games, he finished 13 th in the slalom. After debilitating knee injuries and a three-year hiatus from

the World Cup, Kasper finished 20 th at the legendary Wengen Slalom on January 14 th . He will take on four other Olympic hopefuls for the 2018 games; AJ Ginnis (3 rd in country in slalom), Robby Kelley (2 nd), Tucker Marshall (16 th), and Michael Ankeny (7 th).

The World Pro Ski Tour provides a unique racing experience because athletes compete side-by-side in the dual format, racing on identical

Please see **SEASON OPENER** on page 3

LisaMutz-Nelson



One/Two: David Choudounsky (r.) and AJ Ginnis took first and second respectively at last season's Dual Pro Challenge.

LisaMutz-Nelson

The History of ski racing at Waterville Valley Resort

The next generation of ski racers were honing their skills on the slopes surrounding Waterville Valley, New Hampshire years before the resort even opened its lifts to the public. Founded in 1934, the Waterville Valley Black and Blue Trail Smashers (WVBBTS) Ski Club is one of the oldest in the USA. Thirty years later, in the summer of 1964, Tom Corcoran, a former Olympic ski racer was scouting mountains to

Please see **RACING HISTORY** on page 8

WORLD PRO SKI TOUR



S T A F F

World Pro Ski Tour

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Bath, Maine 04530
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Kevin Clarke Vice President
Craig Marshall Executive Director
Marty Ehrlich Executive Producer Pro Ski TV
Christopher Lincoln Producer/Director Pro Ski TV
John Jacobs Director
Justin Burley Director
Bill Stratton Director
Bill Despo Secretary & General Counsel
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Craig Marshall

Craig grew up at Sugarloaf, Maine and ski raced while at Carrabassett Valley Academy and at the NCAA Division I level for Colby College. He moved to Portland, Maine in August of 2015 and still lives there while running the WPST. Craig still enjoys skiing in addition to playing golf and squash.



Ed Rogers

Ed is a legend in the skiing world following his twenty year run as the director of a regional pro tour starting in 1976 that grew to become the World Pro Ski Tour until

Kevin Clarke

A native of Fryeburg, Maine, Kevin works for Martignetti Companies, one of New England's leading liquor distributors. He was a pro racer during the 1980s and went on to take a position as an announcer and sponsorship activation specialist on Ed Rogers' U.S. Pro Ski Tour in the 1990's. Kevin enjoys skiing in the winter and car racing of all types in the summer.

Christopher Lincoln

As a producer and director, Christopher has earned a reputation for delivering both exciting and informative programming in a variety of sports and entertainment. Over the past thirty-three years, he has been a part of ten Olympic games having worked for the host broadcaster and with three US rights holders (CBS, NBC, ABC). Since 2007, Flying Fish Productions has supported Olympic Broadcast Services in an award-winning production at the Beijing and London games from 2007-12.



Ed Rogers (l.) with pro Christian Orlainsky and Chrysler's Lee Iacocca.

Lisa Mutz-Nelson photo.

1998. Ed has been working to bring back the pro tour ever since and is now the Chairman of the Board of Directors of the WPST. He resides in Bath, ME where he owns and operates JR Maxwell's, a restaurant downtown. He is very active in the local community, working to drive tourism and increase economic activity while still finding time to sail.



Kevin Clarke (l.) with 1992 Tour Champion Ove Nygren of Norway.

Lisa Mutz-Nelson photo.

Marty Ehrlich

As Executive Producer for pro ski TV, Marty has over 25 years experience of production and program creation. He has produced, represented and created hundreds of world class properties and has a combination of over 30 Emmy awards and nominations.

John Jacobs

John lives in Glens Falls, NY where he runs the world famous Reliable Racing Supply, a company that was started by his parents in 1969. His experience in pro tour skiing runs back to the days of Bob Beattie's tour and he stayed involved through the 1980's and 90's. John still enjoys skiing and sailing.

Bill Despo

Bill Despo is general counsel for the Tour. He has been a lawyer for over 40 years and was a partner at a national law firm who concentrated his practice on business law, corporate, securities, governmental investigations and complex business litigation. Bill is an avid skier having skied all his life and all over the world.

Lisa Mutz-Nelson

Professional photographer Lisa Mutz-Nelson was behind the cameras as the World Pro Ski Tour official photographer back when Kodachrome color slides were the medium of choice. "Shooting digital is a whole different world," says the Avon, Colorado resident, "and I look forward to working with the tour again."



Barrett Stein

Barrett grew up ski racing at Buck Hill in Minnesota and started his coaching career there. He spent fifteen years in Telluride and Aspen as a program director and race coordinator. He is cited to help gear up the WPST which is geared to ski racing. Barrett loves to golf and race anything with two wheels.



Carl Schlick

Maine native Carl Schlick skied Sugarloaf mountain when there were only three t-bars serving the slopes and Ed Rogers was just getting started with his infamous Red Stallion Inn. As creative director, Carl has worked with Ed for almost 40 years, 20 of those with the pro skiing tours. He enjoys playing drums in local bands.



QUICK FACTS

What is the schedule?

THURSDAY, FEB. 8

7-9pm: Tito's Handmade Vodka Athlete Welcome Reception at Brookside

FRIDAY, FEB. 9

12pm: White Mountain Dual Challenge Qualifier
3-5pm: Tito's Handmade Vodka Après Ski Party at T-Bar's
8-10pm: Tito's Late Night Party at La Hacienda

SATURDAY, FEB. 10

12pm: White Mountain Dual Challenge Finals
3pm: Awards Ceremony
4-6pm: Tito's Handmade Vodka Après Ski Party at T-Bar's
8-11pm: Tito's World Pro Ski Tour Closing Party at Mulligan's

Where is the race?

Waterville Valley resort is located at 1 Ski Area Road, Waterville Valley, NH 03215.

Where do I buy tickets?

Attendance for the event is totally free. If you'd like to ski, lift tickets are available at the resort or call 1-800-GO-VALLEY to book in advance. You can also go to Waterville.com/lodging to book a place to stay for the weekend!

What other activities will be available?

Our sponsors will be providing fun activities to keep you entertained throughout the weekend. Tito's Handmade Vodka will be hosting five (THAT'S RIGHT, FIVE!) parties from Thursday night to Saturday (check back page for schedule). Make sure to attend as many parties as you can to get your chance to win gear from Head Skis, Volkl, Dalbello, Marker, Sideline Swap, and more! World Pro Ski Tour athletes will be in attendance at all parties for auto-

graph signings and meet and greets, so don't miss out! Greenhead Lobster will be serving lobster specials at resort restaurants throughout the weekend, Head Skis will be operating a demo tent, and Redd Bar will be handing out samples all weekend.

Will the race be on TV?

YES! The event will air on CBS Sports Network. Stay tuned to World Pro Ski Tour social media channels for air dates and times.

Where can I get last minute updates about the event?

Go to World Pro Ski Tour pages on Facebook, Instagram and Twitter for updated information.

Instagram: @worldproskitour

Twitter: @worldproskitour

Facebook: [facebook.com/worldproskitour](https://www.facebook.com/worldproskitour)



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TIMING



Season Opener

from page 1

courses to reach the finish line instead of individually against the clock. Two jumps are installed in the course to make the fast action even more exciting. Friday at 11AM will be the qualification, when the entire field will compete for position in the 32 spots available for the finals on Saturday at 12PM. A bracket will be organized and each round will be decided with two runs, one on each course. The winner of each round will be the racer who either wins both runs or wins a run by more time than they lost the other run.

For fans, accessing the event will be incredibly easy. The resort is only one hour and fifteen minutes drive from Manchester and one hour from Concord. Spectators do not need a ticket and can walk from the parking lot to the race venue, Tommy's World Cup Run. The resort's legacy tells us that the World Pro Ski Tour action will not be disappointing. "The excitement of ski racing has always been a part of Waterville Valley Resort's heritage and now to be in a period of significant growth and to be bringing back an event like the World Pro Ski Tour is really exciting," said Tim Smith, President and General Manager of the New Hampshire ski area. "Personally, I am thrilled to be hosting this event here at Waterville Valley Resort because I grew up watching it with my dad and thinking it was so cool."



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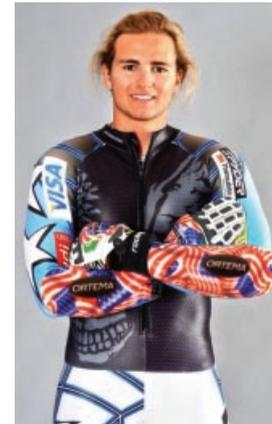
TOP RACERS

A CLOSER LOOK AT THE WORLD'S BEST COMPETING ON THE WORLD PRO SKI TOUR

Tucker Marshall is a member of Redneck Racing from Pittsfield, VT. He is currently ranked 8th in the Nor-Am Cup Slalom standings.



AJ Ginnis is a member of the United States Ski Team from Vouliagmeni, Greece. He attended Green Mountain Valley School in Vermont, has made 23 World Cup starts and was the 2017 US and Canadian Slalom National Champion.



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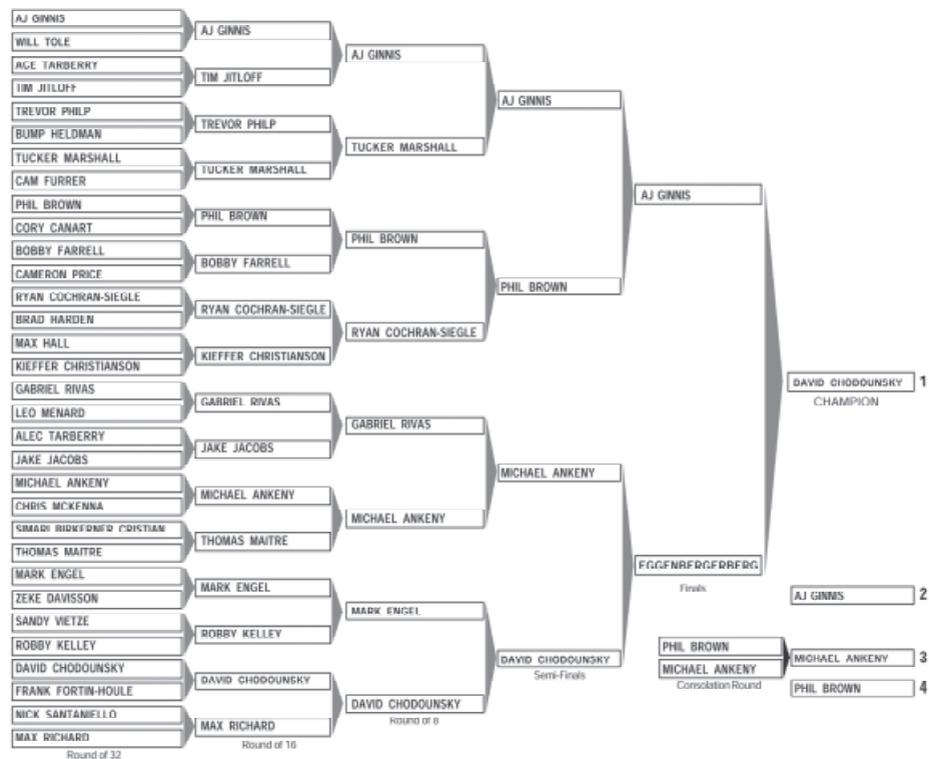
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**RACE
RESULTS**

March 11, 2017

**PRO SKI
CHALLENGE**
AT
Sunday River
MAINE





Michael Ankeny is a member of Team Slalom Tokyo Drift from Wayzata, MN. He was the 2015 Nor-Am Cup Overall Champion and has three top-25 finishes in World Cup races. In the off season he attends Dartmouth College.

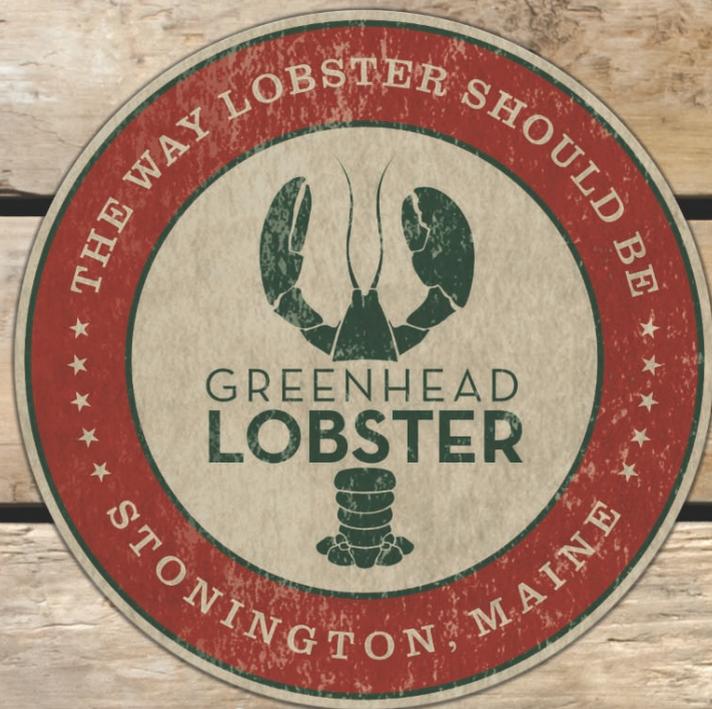


Nolan Kasper is a 28-year-old member of the US Ski Team who lives in Warren, VT.

Robby Kelley is a member of Redneck Racing from Starksboro, VT. He is a graduate of the University of Vermont and is currently ranked 2nd in the U.S. in Slalom. His dynamite action shot anchored the World Pro Ski Tour poster last season.



Nolan was a promising star out of Burke Mountain Academy in Vermont who qualified for his first Olympics at the age of 22. In 2014, he was 13th in the slalom at the Sochi Olympic Games. A knee injury in the 2014/15 season sidelined him for 2 full seasons until his return to World Cup action in January 2018. He made his return in Wengen, Switzerland where he finished 20th.



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SCHEDULE OF EVENTS



THURSDAY, FEB. 8

7-9pm: Tito's Handmade Vodka Athlete Welcome Reception at **Brookside**

FRIDAY, FEB. 9

12pm: **White Mountain Dual Challenge Qualifier**

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3pm: Awards Ceremony

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8-11pm: Tito's World Pro Ski Tour Closing Party at **Mulligan's**

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great racing
of the
White Mountain
Dual Challenge
on television

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understanding

PROSKIING'S **DUAL** FORMAT

Watching the dual format of pro ski racing is easy and exciting.

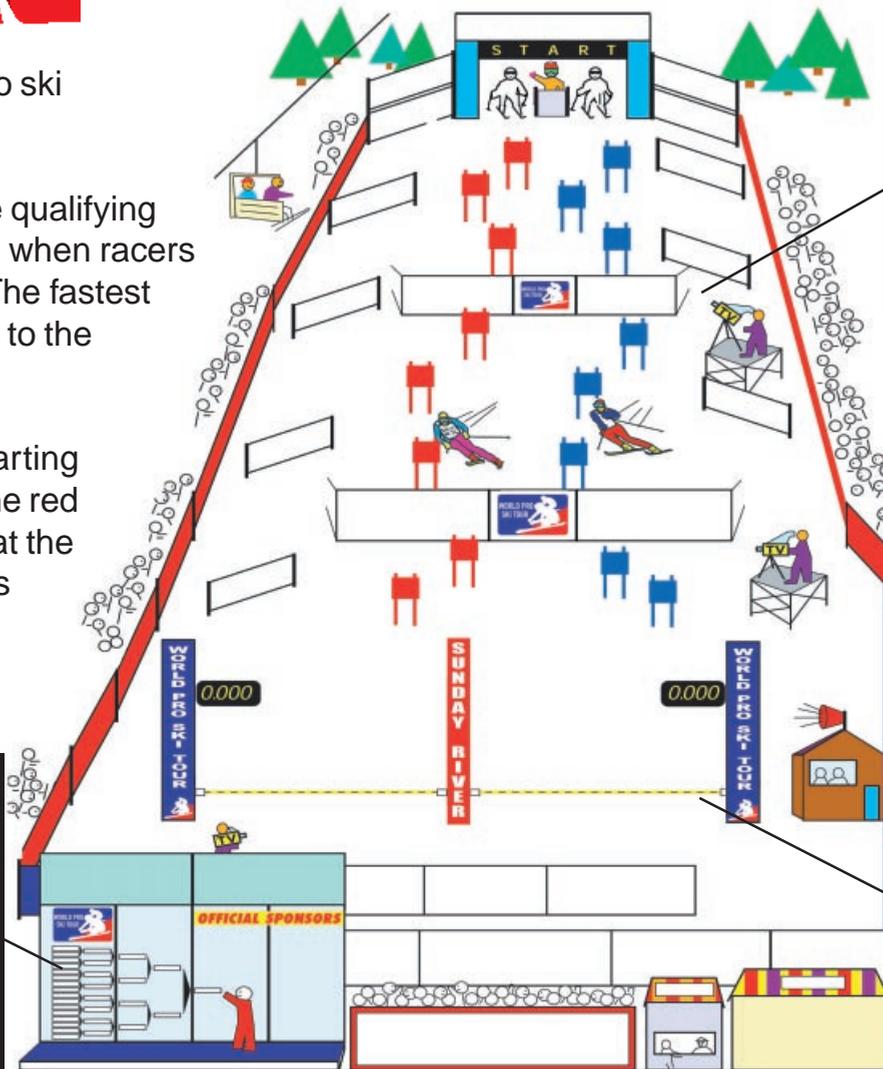
The competition starts with the qualifying runs, the only part of the event when racers are timed from start to finish. The fastest 32 pros qualify and then it's on to the head-to-head competition.

Two racers blast out of dual starting gates onto parallel courses, one red and one blue. All the timing is at the finish line. The action continues down the ladder until only one pro is left – the champion!

SCOREBOARD

Starting with 32 qualifiers, the dual format builds excitement as the pro field narrows through rounds of 32, 16, 8 and the semi-finals. The hottest racing is often at the end when the best racers battle to be the champion. Updated continuously to show each racer's progress, the scoreboard is the site of the post-race awards ceremonies.

WORLD PRO SKI TOUR

**AIRTIME**

Built into the race course, bumps launch the pros skyward – an excellent spot for spectators.

FREE admission on the RACE HILL

Walk to the race course from the base lodge or stop by on your skis. These are some of the world's best ski racers – the action is intense and viewing them close up gives a new appreciation of their excellence.

OFFICIALLY SPEAKING

Timing building houses race announcer, TV commentators and race officials.

TIMING IS EVERYTHING

Races are won by thousandths of a second. The state-of-the-art timing system uses a light beam on each course. The first racer through the finish starts the clock and the second stops it. The margin of victory, called the *time differential*, appears on electronic scoreboards in the finish area. The pair of racers then return to the start and race again, switching courses to equalize any differences between the red and the blue courses. The pro with the greater time differential after two runs advances and meets a new opponent.

RACING SCHEDULE 2018▶ **WHITE MOUNTAIN DUAL CHALLENGE**

Waterville Valley Resort • Feb. 8-10

▶ **SNOWMASS PRO SKI CLASSIC**

Snowmass • March 8-10

▶ **VISIT MAINE PRO SKI CHAMPIONSHIP**

Sunday River • March 29-31

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Racing History from page 1

establish a ski area: “When we flew over Waterville Valley, all the bells went off in my mind. It was exactly what I was looking for. From the air, it was obvious how it should be laid out and I could see its potential for great skiing.”
-Tom Corcoran, Waterville Valley Resort Founder

Waterville Valley Resort opened in December of 1966 and has been an advocate for the sport of ski racing from its earliest years. By the next ski season a junior racing program had begun and with the creation of the first amateur ski racing program by Tom Corcoran and John Fry, Waterville Valley hosted the world’s first NASTAR race.

While developing Waterville Valley Resort, Tom Corcoran’s passion for skiing remained at the forefront and he continued to do a considerable amount of masters racing, winning many regional races and three out of four events in the U.S. National Masters Championships in 1968. This passion that built a world-class mountain and resort, also shaped the sport itself. In 1969, Waterville Valley Resort became known as the birthplace of freestyle skiing after creating the first freestyle skiing program and hosting the World Cup Finals where the sport was introduced to the world. The next year, Tom Corcoran and Skiing Magazine editor, Doug Pfiffer, organized the First National Championships of Freestyle Skiing at Waterville Valley Resort in 1970. At the age of 21, Legendary Freestyle Skier Wayne Wong travelled from Vancouver on \$200 of sponsorship money to the World Cup Freestyle Finals on Waterville Valley’s True Grit. Wong became Waterville Valley’s head freestyle coach in 1973.

In 1971, U.S. Olympic Alpine and Nordic Ski Teams trained in Waterville Valley for the 1972 Winter Olympics in Sapporo, Japan. The valley’s original ski trail on Snow’s Mountain played host to dual giant slalom team races at night. In the same year, WVBBS ski club quarters were constructed. Today, the Town of Waterville Valley remains home to the Waterville Valley Academy and WVBBS. It is one of the leading training and competition centers in the United States, a Certified Gold Level Club, the first in the East to be named a Community Olympic Development Program, and in 2017 Waterville Valley Resort was designated a U.S. Ski and Snowboard Team Development Site.

Over the course of its history, Waterville Valley Resort hosted 10 World Cup Races. Decades later Olympians continued to develop on the slopes

of Mt. Tecumseh, including Olympic Gold Medalist Hannah Kearney, who trained through the WVBBTS program under head freestyle coach, Nick Preston. The legacy of world-class ski racing continues to this day as the National Freestyle Championships Mogul Event returns to Waterville Valley in March of 2018.

The North Face Park and Pipe Open hosted at Waterville Valley in 2013 ushered in the new age of freestyle skiing which continued into its 50th Anniversary Year with the Toyota Revolution Tour, also returning for the 2018 season. As significant events continue to return to the historic slopes, Waterville Valley Resort is proud to host the World Pro Ski Tour for the first time. From its inception Waterville Valley has been fostering and showcasing skiing, both competitive and recreational, classic and innovative. Now as a new era of skiing dawns, events like the World Pro Ski Tour are primed to return to slopes like those of Waterville Valley Resort, because as Tom Corcoran and every ski racer knows, some things will always endure.

“

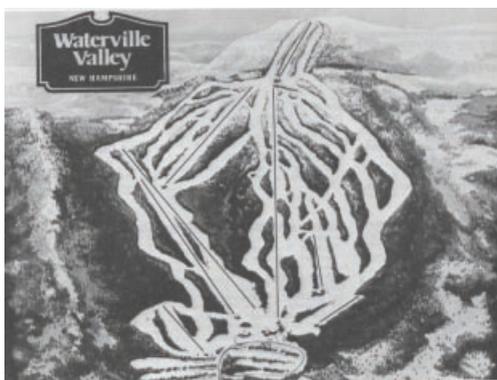
Time stops. In your concentration, you hear nothing. At the bottom, you're surprised how much strength it takes to stop, and only then do you realize how fast you've been traveling. Your heart starts beating once again... ..You're out of breath as you become filled with exhilaration from the run you've just survived.

”

Tom Corcoran

Waterville Valley
Resort Founder

—



Waterville Valley Resort trail map from 1982.

Well-regarded Swiss ski coach George Capaul won the first event of the original Eastern Pro Ski Tour, which later became the U.S. Pro Ski Tour and eventually the World Pro Ski Tour.

Courtesy of NE Ski Museum



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World Pro Ski Tour will host Snowmass Pro Ski Classic in Aspen Colorado March 8-10

The World Pro Ski Tour will host their second event of the three-race season at Snowmass Resort in Aspen, Colorado March 8-10. World Pro Ski Tour events will be some of the only opportunities to witness a field of Olympians, national champions and NCAA champions in the US as they face off side-by-side in dual slalom action.

CBS Sports Network will again serve as the television partner for the World Pro Ski Tour.

“Hosting a race at the Aspen/Snowmass family of resorts this winter is extremely exciting. We’re proud to add Snowmass Resort to our tremendous list of host partners with Sunday River, ME and Waterville Valley, NH,” said Ed Rogers, President of the World Pro Ski Tour. “We’re particularly thrilled to grow the tour across the country and bring the action to our many Colorado fans. There is a long tradition of pro ski racing at Aspen and the 2018 Snowmass Pro Ski Classic will be sure to showcase a world-class field of racers.”

The White Mountain Dual Challenge at Waterville Valley, NH will kick off the 2018 season with top athletes like 3-time Olympian Nolan Kasper, 2015 North American Cup Overall Champion Michael Ankeny, 2017 US and Canadian Slalom champion AJ Ginnis and 2nd ranked American slalom skier Robby Kelley. These top North American racers will face off at the Snowmass Pro Ski Classic with challengers from Europe, South America and other areas of the world. The overall series champion will be decided at the Visit Maine Pro Ski Championship at Sunday River, ME.



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Tito's Story

By Tito Beveridge



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Lisa Mutz-
Nelson
photo.

Tito's Handmade Vodka is produced in Austin at Texas' oldest legal distillery. We make it in batches, use old-fashioned pot stills, and taste-test every batch. Tito's Handmade Vodka is designed to be savored by spirit connoisseurs and everyday drinkers alike. Our process, similar to those used to make fine single malt scotches and high-end French cognacs, requires more skill and effort than others, but it's well worth it.

Hi, I'm Tito Beveridge and I'm the founder and owner of Tito's Handmade Vodka. I'm from San Antonio, Texas. I went to Vanderbilt for a year and then to the University of Texas Austin. I graduated with degrees in geology and geophysics. I got into the oil and gas business and did that in Texas and then down in Venezuela and Colombia and ran helicopter dynamite seismic crews down there and came back and started a drilling company in Houston, got tired of chasing the buck and decided to move back to Austin, TX.

I did ground water geology here and got in the mortgage business and it was when I was in the mortgage business that I started making flavored vodka for my friends for Christmas presents. That was in about I guess '92, '93. I was at a party one time and a stranger came up to me and said 'Hey you're the vodka guy' and I was like no, contraire, I am the mortgage guy. And that's when I kinda started thinking that this guy's telling me I need to go sell my flavored vodkas and this was the first time I really started thinking seriously about it.

So when rates went up a couple points in the mortgage business I started going to liquor stores and ask guys if they'd buy my flavored vodkas, they said "No, go look at all the dust on the shoulders of those

bottles there". Then they said but if I could make it where it was smooth where you could drink straight then I might have something. So I asked them how you do that and they said "Well I don't know, you're the guy who wants to get in the vodka business."

At that point I went and started trying to learn about how to distill. It was pre-internet so there really wasn't much information about how to make it. It was almost like there had been a book burning at the library. I looked at a bunch of old pictures of moonshiners and then just built a still that looked like theirs. I started cooking and just trial and error'd. I kept messing with it until everybody liked my vodka better than the other stuff you could buy at the time.

We bought every vodka that was on the shelf, we put them in little jars and tasted all of them and came up with the two best ones. When mine beat the other two best ones then I figured that I had my formula right. My friends were all my guinea pigs.

I tried to get some financing a couple of times and it didn't work out because they said I'd never get my permits. There had never been a legal distillery in Texas and they said I'd never get a distributor. So I ended up just taking the money I'd saved up while working overseas and I racked up 19 credit cards to the tune of about \$88,000. I built a one man distillery and built a production still

and got myself into business. I'd go out and make it, sell it, and come back and make some more. I was sleeping next to the still and just kind of boot-strapped it up.

At one point we'd gotten a phone call to come to the World Spirits Competition. I was fixing a boiler so I sent a couple bottles there and we ended up getting the double gold medal, the unanimous judges choice. That was up against 72 vodkas around the world including flavored vodkas. That kind of, you know, helped spur things along.

I appreciate ya'll supporting Tito's Handmade Vodka. It's really been a dream come true for me and it's really due to all the word of mouth that we've gotten. It's all pretty much just been from people going into liquor stores and bars and asking for it. So if you are in a bar and they don't have it, ask to speak to the bar manager. If you tell 20 of your closest friends we'll just keep this thing rolling. Thanks a whole bunch, I try



“ My theory is...
you make the best vodka
in the world and charge
a reasonable price. ”

to make it good. You know my theory is you make the best vodka in the world and charge a reasonable price, so I'll keep doing my part of it and I sure appreciate you doing yours. Thank you very much.

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Rookie of the year honors to be sponsored by Tito's

Tito's Handmade Vodka will be sponsoring this year's World Pro Ski Tour Rookie of the Year award! We'll be giving away an extra \$1,000 to the best Rookie throughout the three race series this winter. Racers will accrue points throughout the three-race season and the top point earner will be crowned the 2018 Tito's Handmade Vodka Rookie of the Year. Make sure to attend the White Mountain Dual Challenge at Waterville Valley to check out the rookies and veterans battling it out in lightning-fast dual slalom action!

ROOKIE IN HOT PURSUIT OF AWARD

Joonas Rasanen



Joonas Rasanen is a 28-year-old member of the Finnish National Ski Team who has 25 World Cup starts and 2 World Championship appearances. While at the University of New Mexico, he won the 2013 NCAA Championship Slalom at the 2013 World University Games Slalom.

AMERICA'S ORIGINAL CRAFT VODKA



TITO'S HANDMADE VODKA WEEKEND OF EVENTS

- 2.8.18** 7-9pm WORLD PRO SKI TOUR ATHLETE WELCOME RECEPTION, *Brookside*
- 2.9.18** 12-2pm WORLD PRO SKI TOUR PRELIMINARY RACING
- 2.9.18** 3-5pm TITO'S HANDMADE VODKA APRES SKI PARTY, *T-Bar's*
- 2.9.18** 8-10pm TITO'S LATE NIGHT PARTY, *La Hacienda*
- 2.10.18** 12-3pm WORLD PRO SKI TOUR RACE FINALS
- 2.10.18** 4-6pm TITO'S HANDMADE VODKA APRES SKI PARTY, *T-Bar's*
- 2.10.18** 8-11pm TITO'S WORLD PRO SKI TOUR CLOSING PARTY, *Mulligan's*