

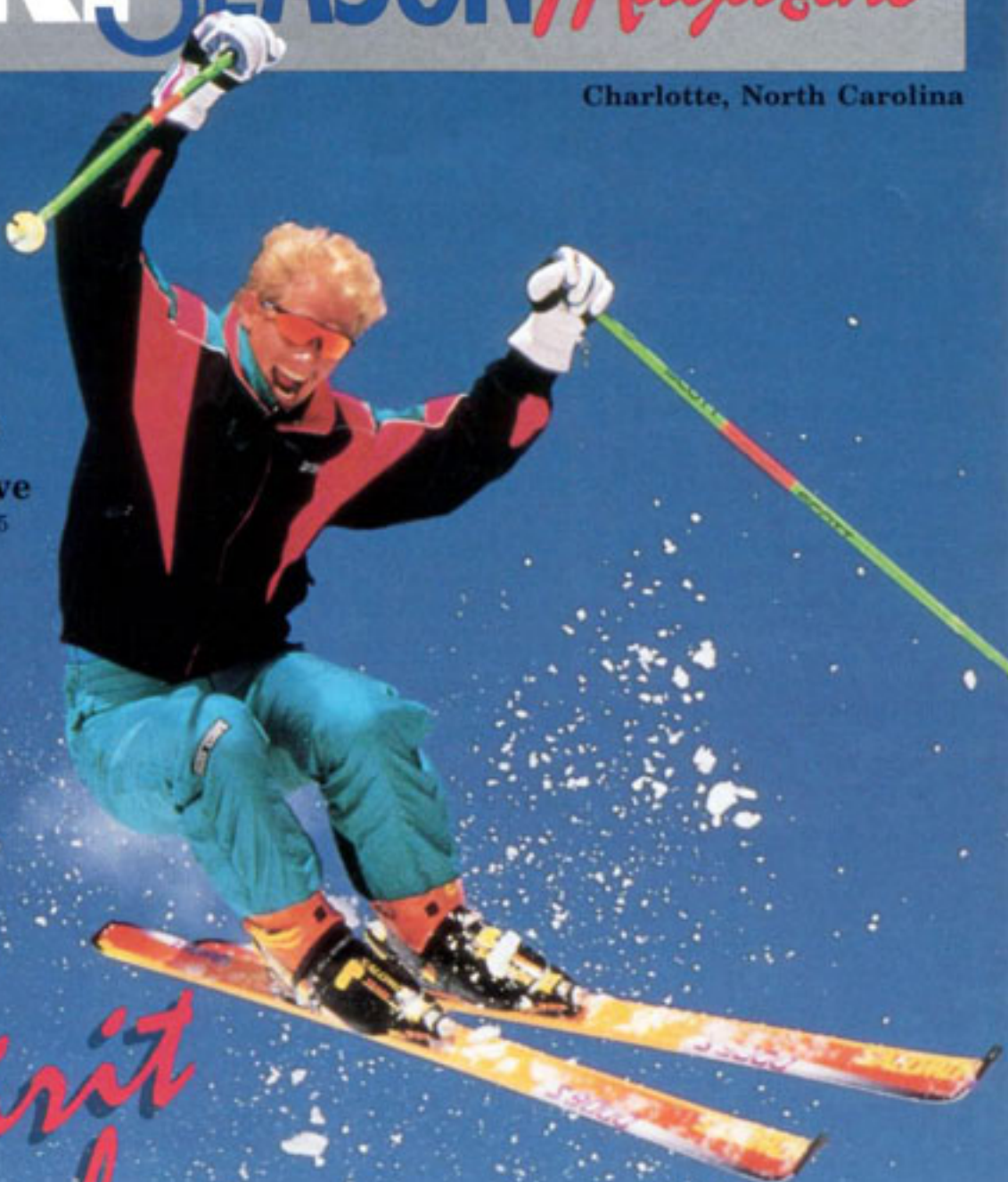


SKI SEASON 1991-92 *Magazine*

Alpine Ski Center

Charlotte, North Carolina

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Just Take A Look!



Spirit of Skiing!
FEEL THE

Don't Miss Alpine's Holiday



See Special Insert for Special Customers!
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by Hiram Lewis

Ski Industries America hired McKinsey and Company to research why people ski. After considerable study, the researchers boiled the answers down to a few broad categories of reasons why people get out there and ski. They described skiers' motives, in order, as: athleticism, getting outdoors, social, health related, and family.

At first glance, these looked to me like the same reasons why someone might play tennis, or hunt or golf or participate in a number of other sports. But, as I thought about it more—I could see why skiing seemed unique in its ability to reward those involved with benefits in each of the categories that McKinsey and Company listed.

Just look at **athleticism**. There is no other sport where the completely unskilled can have such a great time participating. Most sports aren't enjoyable at all until you reach a minimum performance level. In some sports getting to the point where the fun starts requires considerable payment of "dues" (know any golfers?). But Skiing is different—really different. A study of over 900 first-time skiers in Vermont showed that: 63% had a great time, 31% had a good time, 4% said they had a fair time, and only 2% had a bad time their first time skiing.

The odds are that you had a great time the first time you went skiing, because it's easy to feel the spirit of skiing.

Skiing is good for your head, good for your health, promotes peace of mind, might make work more enjoyable, and it isn't hard to do. In fact you don't have to be any good at all to have a good time. On the other hand, skiing presents athletic challenges that captivate the jock and near-jock. More importantly, skiing provides a real sense of athletic accomplishment regardless of the progression in skills or athletic abilities of the skier. Because

it is easy to ski pretty well, but hard to ski great.

How about getting **outdoors**? How about getting to scenery that can only be imagined, unless you ski? How about standing on top of a snow-covered mountain under a clear winter sky and seeing a panorama that will stay in your memory forever. I could go on, but it is important to know that almost all ski resorts that I've been to have a fairly easy way down from the top. That means that views of truly rare magnificence are available to just about everyone who'll put on skis. Skiing gets you outdoors with snow on the ground, people laughing, children playing . . . dressed up like a costume party. Hey, that's outdoors—a unique experience.

There are lots of social opportuni-

FEEL THE *Spirit of Skiing!*

ties during skiing I have always found that the people you meet while skiing are in a pretty good frame of mind—downright pleasant. Another aspect of skiing that contributes to the sport's unique social opportunities is the fact that it isn't dominated by either sex. Research shows, that while there are a few more men than women in lift lines at any given moment, the population at any ski resort on any given day is about a 50/50 deal.

Few other sports have a traditional

*Your skiing says a lot of
good things about
who you are.*

après period. Après ski has developed traditions that usually involve a fireplace, possibly a warm drink, and conversation. Weather you go out on the town or sit around the fire with a hot buttered rum—with old friends or new—après ski is a great social activity. For romance the traditions of après ski can hardly be beat.

Après ski is really an attitude, and with a little forethought, even the ride home after a day skiing can be an occasion to celebrate. Skiing is the kind of sport that lends itself to individuals making their own traditions. I can remember some great times skiing when I was a kid (30 years ago). My family took several day trips every year and always stopped at the same restaurant—*The Moscow Mule*—in Leadville on the way home. It amazes me that I

can remember the name of the restaurant, but I think it makes a real point about the power of personal après ski traditions.

The final category of motives for skiers is **family**. A "good family life" was rated the #1 value of Americans during the decade of the '80s. Because skiing

is easy, everyone in the family can enjoy it. Everyone in the family can ski at their own level on suitable terrain. Kids love skiing and learn faster than adults. Even if your family is just two—skiing is an ideal step toward good family life.

There you have it. Your skiing says a lot of good things about you. The spirit of skiing says you're exciting and romantic and athletic—even if you're not particularly exciting or romantic or atheletic. It says you've found something that contributes to your good health, your peace of mind, and helps you have a good family life. Skiing will take you places that would be almost impossible to find otherwise, and it isn't even hard to get to.

Your skiing says a lot of good things about who you are. ■



This year, we asked the ski, boot, and binding manufacturers what features in their lines were the most important for our customers. Their responses covered a broad range, in many ways reflecting the attitudes of the equipment companies toward the sport of skiing. When viewed together, these answers also illustrate why Alpine goes to great lengths to make sure you get the right equipment.

Skis

Jim Fitzpatrick, the National Sales Manager for **Völkl Skis**, believes skiing should be fun, and the most important features are those that enhance the enjoyment of the sport. "It is easier to have fun when one is confident and comfortable, rather than timid and uneasy," said Fitzpatrick.

Noting a common comment about Völkl skis—"They inspire confidence!"—Fitzpatrick added, "The feature that is most often acclaimed is outstanding edge hold on hard-packed snow or ice. This feature, a function of the ski's torsional rigidity, allows the skier to rely on the ski's performance in difficult situations. With this measure of confidence, a skier can relax and have fun."

That same focus on fun is also reflected in the philosophy of **Olin Skis**. Marketing Director John Douglas said, "Our concept of Game Im-

provement Technology is present throughout our collection. Each model, whether targeted to developing or highly technical skiers, incorporates large sweet spots which have the net effect of helping skiers ski better now."

For **K2** skis, one technical feature which has come to dominate their skis is Triaxial braiding. Bill Dacchille, the Southeastern Sales Representative for K2, explained, "Triaxial braiding is K2's patented method of wrapping fiberglass, kevlar, carbon, and ceramics around a wood core to produce a highly responsive ski. Triaxial braiding is a very efficient use of these fibers, and has resulted in a significant weight reduction."

The process, noted Dacchille, provides K2 a way to control the performance of a ski. "By actually weaving these fibers directly onto the core, rather than producing a 'sock' which is then pulled tight, we are able to accurately control the wrap angles," he explained. "Depending on the model of ski, we'll vary the wrap angles, as well as materials, to produce different longitudinal and torsional flex characteristics."

Construction technique is also considered very important by the folks at **Salomon**. "Monocoque construction is the most important common feature of Salomon skis," said Mike Poole, Salomon's Southeastern Sales Rep. Monocoque construction, pioneered in the aviation industry, is a design which places most of the stress on the skin or covering of the structure. "This construction allows for better edge holding ability," Poole continued. "And it allows us to also produce ski charac-

teristics that are much more precise. The construction is very light and makes a very lively, quick ski."

A slightly different approach toward skis is taken by the folks at **Rossignol**. For the French ski maker, quality performance—often measured first on the race course—is the product of what Hugh Harley, Eastern Vice-President of Sales and Marketing called the company's "corporate culture."

With headquarters in the Grenoble area of France, Rossignol skis are made in the heart of some of the best skiing in the world and a high tech center of Europe. "The resulting benefit for Rossignol," Harley said, "has been in the area of technology. More specifically, we have moved ski design from an era of art to one of science both in terms of personnel and technology."

Harley illustrated the Rossignol attitude toward skis by comparing two athletic shoe manufacturers. "After studying the success of Nike in the eighties, it's very apparent that it was founded upon performance at the highest levels of sports competition. Reebok, on the other hand, took an approach directed more towards fashion, and in doing so, became vulnerable to going out of style."

"We are not a 'niche' player—here today and gone tomorrow. We are not a fashion player—trendy and out of style next year."

"Winning in competition has always been essential to our brand, and no competitor has dominated the racing scene for so long as Rossignol has," said Harley.

That devotion to competition,

continued next page

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Off any
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15

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Now is the time! These Gift certificates are good on everything at Alpine including sale merchandise—but they do expire. The \$15.00 *Advanced Shopper Gift Certificate* expires on 11/30/91—the last day of November, and the \$10.00 *Intermediate Shopper Gift Certificate* expires 12/15/91. *Expert Shoppers* will use both certificates to receive \$25.00 off a minimum total purchase of \$50 before

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* with just one exception, the Beech

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Ten Dollars

Off any
Purchase of \$25.00 or more

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INTERMEDIATE
SHOPPERS

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EXPIRES DECEMBER 15, 1991

One certificate of each type valid per person. No combination certificates, except as provided below.

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EXPERT
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SHOPPERS
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7 Great Locations

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Beech Mtn. Parkway, near entrance to Ski Beech

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1501 East Boulevard

Charlotte

North Carolina 28203

704-332-2824

2400 Decker Boulevard

Columbia

South Carolina 29206 (Open 1 - 6:00 on Sunday)

803-736-0660

2916 Bristol Highway

Johnson City

Tennessee 37601

615-928-7547

7240 Kingston Pike, The Gallery Shopping Center

Knoxville

Tennessee 37919

615-584-3614

6315 Glenwood Avenue

Raleigh

North Carolina 27612

919-783-7547



Versatility is becoming the new "buzz word" regarding skiwear in the nineties. Most manufacturers are realizing that the economy is affecting this industry as well as others. Skiers are demanding garments that are not just limited to the slopes.

Crossover apparel

Kathi Nesbitt

Fashion Buyer

is being seen everywhere, jackets that are as comfortable on city streets as well as the slopes.

Not everyone wants a jacket that

screams ski! Long gone are the days of goose down, "Michelin Man" proportions to skiwear. Technology has changed and the skiwear industry with it. The challenge for skiwear manufacturers is to make skiwear that is fashionable, yet still incorporate the technology that skiers demand.

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ariety & Versatility

S K I W E A R F A S H I O N S