Front Range Action Sports

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June 26, 2024

Michael Dixon, President

Front Range Action Sports

12756 St. Austin Drive

Vail, CO 81658

Dear Michael:

We are preparing materials for the upcoming National Sales Meeting and the Winter Sports Expo in Denver. We have prepared a packet of information that we will be sending to all company attendees. I am sending copies of these documents for your approval.

The packet of information includes the following documents:

* A company newsletter for employees with information about both the National Sales Meeting and the Winter Sports Expo
* A resume of Bob Lewis, our guest speaker, featuring the highlights of his career
* A research report on the development of ski materials over the past 10,000 years, with a focus on the materials used in the skis
* A sample set of name tags for the employees at the national sales meeting
* A flyer that will be posted in and around Denver, sent to all of the recipients of our e-mail list, and eventually posted on our Web site

We must send these and the other materials I sent you last week to the printer by the end of July. If you have any comments or suggestions, please let me know as soon as possible.

Sincerely,

Irene Shviktar, Vice President Marketing

Enclosures

Front Range Action Sports

Employee Newsletter Winter Expo Special Edition

**National Sales Meeting**

The Front Range Action Sports national sales meeting will be held in Denver on Thursday, September 22, at the Rocky Mountain Convention Center. All store managers, assistant managers, and department heads will attend, as well as members of the marketing department and all of our sales representatives.

The all-day event will include a morning of presentations of new products by all of the major Winter Sports Expo exhibitors. Lunch will be a special event this year. The after-lunch presentation will be given by former Olympic medalist and motivational speaker Bob Lewis, who will also be giving presentations and demonstrations at the Winter Sports Expo.

In the afternoon, there will be breakout sessions covering many topics, including employee motivation, sales techniques, fall and winter marketing plans and goals, and strategies to increase local sales using the Internet.

**Winter Sports Expo**

This year’s Winter Sports Expo will run from Friday afternoon (September 23) through Sunday evening (September 25).

The Expo will include speakers, product demonstrations, vendor exhibits, and workshops. Experts will be available to answer visitor questions on snowboarding, downhill and cross-country skiing, ice skating, ice climbing, snowmobiling, and snowshoeing There will also be a new interactive display where visitors can find the best locations for a wide variety of winter sport activities.

A person skiing down a slope

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Front Range Action Sports personnel will be assigned to work approximately half of the hours that the Expo is open and will also be involved in preparations before the event opens. A schedule will be posted on the company Web site, and all attendees will receive a detailed schedule approximately two weeks before the event.

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| --- | --- |
| **Robert Lewis**  1227 Aspen Lake Trail  Vail, CO 81657  [www.boblewisskis.com](http://www.boblewisskis.com) | |
| **CAREER HIGHLIGHTS** | **SKIING**   * Colorado Junior Downhill State Champion, 2 years * U.S. Junior Downhill Medalist, 2 years * U.S. Junior Downhill Club Medalist, 2 years * U.S. Junior Slalom Medalist * U.S. National Ski Team, 10 years * U.S. Olympic Team, 3 Olympics * Olympic Downhill Medalist, 2 times * Rocky Mountain Club Skier of the Year * Colorado Skier of the Year, 3 times   **COACHING**   * Coach, Rocky Mountain Club Team * Coach, Junior Olympic Team * Assistant Coach, U.S. Olympic Team * Honorary Coach, Special Olympics |
| **EDUCATION** | **University of Colorado**  Ph.D. in Psychology  **University of Colorado**  M.S. in Psychology  **University of Minnesota**  B.S. in Psychology |
| **CONSULTANT** | U.S. Junior Ski Team  U.S. National Ski Team  Special Olympics |

Walter Johnson

Irene Shviktar

Marketing

June 5, 2016

The Evolution of Ski Technology

The use of skis probably began near the end of the last ice age, approximately 10,000 years ago (Huntford 4-6). Remnants of the earliest skis discovered by archaeologists—found in a bog in Russia—date back about 8,000 years, and were made of wood.[[1]](#footnote-1) Skis have also been depicted in cave drawings in Norway and Russia. The earliest of these drawings, which clearly depict skiers on two skis and using ski poles, date back between 3,500 and 4,000 years. These early skis were made of single pieces of wood, and tended to be flat, short, wide, and heavy. Wood skis continued to be made this way well into the 19th century, when technological improvements changed the shape of skis, the materials used to make skis, and the fasteners used to laminate dissimilar materials.

The first major improvement in the technology of ski construction took place in Norway around 1850. According to the International Skiing History Association, the use of a camber, or bow, in the middle of the ski enabled the skier to ski more easily. This design also enabled ski makers to create skis that were much thinner, narrower, longer, and lighter. This enabled the skier to expend less energy while skiing, and also enabled the skier to move faster and maneuver better.

The next major improvements in ski technology occurred near the end of the 19th century. First, modern tools enabled ski makers to make skis out of hickory, a very hard and durable wood, but wood that was very difficult to work with using standard hand tools. Then, the first laminated skis were introduced, making the skis stronger, lighter, and much less expensive because a cheaper wood such as spruce or basswood could take the place of much costlier hickory or ash.

The first serious use of metal in skis began in the 1920s. Steel edges were added to wooden skis to make the skis grip better while retaining the flexibility of wood. Also in the 1920s and 1930s, the first solid aluminum skis were designed and produced.

In the 1940s and 1950s, developments in airplane technology led to improvements in ski technology. Aluminum skis, which had experienced many problems, were refined and improved, and plastic became increasingly important in skis made of multiple materials, including wood, steel, and reinforced fiberglass.

Fiberglass skis were perfected in the late 1950s and early 1960s, and by the end of the 1960s, fiberglass had overtaken both wood and aluminum as the most popular ski material. Another major improvement in ski technology resulted from the design of better fastener technology, and the development of far more effective glues for laminated skis.

In the past two decades, improvements in fiberglass technology—and the addition of other materials to the fiberglass—have resulted in incremental improvements in skis. The use of polyethylene, carbon fiber, and even steel have also resulted in improvement in the flexibility and durability of modern skis. (Lund)

# Bibliography

Huntford, Roland. *Two Planks and a Passion: The Dramatic History of Skiing*. New York: Continuum Press, 2008.

Lund, Morten, Seth Masia. *A Short History of Skis*. n.d. Web. 25 May 2016.

Winter Sports Expo

**Friday, September 23, 1 p.m. to 9 p.m.**

**Saturday, September 24, 10 a.m. to 9 p.m.**

**Sunday, September 25, 1 p.m. to 5 p.m.**

Once again, Front Range Action Sports presents the Winter Sports Expo at the Rocky Mountain Convention Center. This yearly event brings together winter sports experts, sports equipment vendors, and winter sports enthusiasts from all over the country.

Workshops and how-to sessions will be presented throughout the weekend on topics such as:A person and child on skis

AI-generated content may be incorrect.

* Downhill skiing
* Cross-country skiing
* Snowboarding
* Snowshoeing
* Snowmobiling
* Ice skating
* Ice climbing

Many of the vendors will be offering significant discounts on products, and Front Range Action Sports will be giving away discount coupons for store and online purchases. There will also be hourly drawings for door prizes.

As a special feature at this year’s Expo, Olympic skiing medalist Bob Lewis will give a presentation on ski-related topics, including a fascinating history of the development of ski technology. This presentation will be repeated several times, and you won’t want to miss it!

1. The oldest known ski and pole is more than 4,000 years old. [↑](#footnote-ref-1)