

A Letter from SIA President Nick Sargent

Dear NSSRA Board & Members,

I hope this letter finds you well. Whether you are in the east, the west or the middle of the country, I expect you are finding the joy in winter! As a Vermonter and resident of Stowe, I can't remember a winter quit like this one, but I consider myself fortunate every time I get on the hill to make turns. Luckily, the weather in the west is going strong and those of us in the East will continue to send positive thoughts as we look forward to getting ours next year.

I wanted to thank you again for the opportunity to introduce myself and speak to you directly about the show date change back at the SIA Snow Show in January. I also appreciated the opportunity to engage in a direct Q and A with you. Although, some of the questions were emotional and direct, I respect everyone's intentions and their willingness to voice their concerns. The key take away for me is that we are an industry made up of passionate people, dedicated to what we do. If we can be empathetic to each other's perspectives, maintain an ongoing and open dialog and actively listen to one another's concerns, we can make this a stronger and healthier industry.



I know we have some ground to cover. I'm new in this role and my plan is to earn your respect and take nothing for granted. I want to hear from each of you, good and bad. I want to listen to what you have to say and use your comments to help define the best path forward for our industry. However, I have one request. For every complaint or criticism that you have, I would like for you to supply 2-3 realistic solutions. Tell me where you see this industry in 2-3 years as well as 3-5 years. I don't pretend to have all the answers, but as I look forward and see the challenges we all face, I also see great opportunity. If we can all work through the challenges, we'll be able to take the opportunity forward and prosper.

We have a lot of work ahead of us and we won't be able to do it alone. Let's work together to make this industry what we want it to be. Let's not lose focus on why we chose this industry and the lifestyle it provides us. Together we can achieve success and our common goals.

I look forward to hearing from you and getting to know all of you. Don't forget to get outside and take a few runs every few days. The power of winter sport and fresh air is the remedy we all desire.

Sincerely,

Nick Sargent
President, SIA