

NSSRA Board of Directors Elects Officers

TEDDY SCHIAVONI, CHAIRMAN; LORI UNDERWOOD, VICE CHAIR; GREG DEKDEBRUN, TREASURER; AND WILBUR RICE, PAST CHAIR, WILL SERVE TWO-YEAR TERMS STARTING JANUARY 2017



MOUNT PROSPECT, IL -- The National Ski & Snowboard Retailers Association (NSSRA) Board of Directors has elected officers to serve two-year terms starting January 26, 2017 at the NSSRA Annual Member Meeting in Denver.

The Board elected Teddy Schiavoni, owner of Summit Ski & Snowboard, with multiple locations in Massachusetts, to serve as Chairman. He has been a member of the Board since 2015 and has been active in snow sports industry activities for many years, including industry efforts to grow participation in snow sports.

"Teddy is a passionate advocate for specialty snow sports retailers, and he will make a great Chairman," said NSSRA Chairman Wilbur Rice, who will remain on the Board as Immediate Past Chairman. "Teddy is an innovative and analytical thinker, and his work as an NSSRA Director has helped us in the development of our newest research product, the POS Data Program, which debuts this season.

"I look forward to working with Teddy and assisting him in moving the Association forward," Rice added.

"Participation is our key to success as snow sports retailers," said Schiavoni. "Our engagement with our customers and suppliers alike sets the course for growth across our industry. Whether it be our NSSRA data project, the SIA Snow Show, regional rep shows or relationships with organizations like USSA and PSIA, one thing remains clear: Where retailers participate, business happens!

"As we involve ourselves throughout the industry, we will become more valuable and more beneficial as a trade association: The National Ski & Snowboard Retailers Association," he continued. "Showing up is half the battle and success begins with your presence.

"Retailers, expect me to challenge you to participate," Schiavoni said. "The strength of the industry and the empowerment of NSSRA begins with your activity. I look forward to working together in the months and years ahead."

Lori Underwood, Peter Glenn Ski & Sports, Fort Lauderdale, FL, was elected to a second term as Vice Chair; and Greg Dekdebrun, Dekdebrun's Ski & Snowboard, Ellicottville, NY, was re-elected as Treasurer.

Brad Nelson, Hi Tempo Ski, Snowboard & Sail, White Bear Lake, MN, was elected to serve a three-year term as Director.

Directors continuing their terms on the Board include:

- Tom Fuerst, Pedigree Ski Shop, White Plains, NY
- Tom Gately, Snowsports Merchandising Corp., Springfield, MA
- Gordon Geiger, Geiger's Ski & Sport Haus, Chagrin Falls, OH
- Tracy Gibbons, Sturtevant's, Bellevue, WA
- Larry Merkel, Round House Sports Center, Inc., Bozeman, MT
- Dale Schaefer, Aurora Action Sports, East Aurora, NY