



MALCOLM LAW

Malcolm Law's legacy will likely cast him as the Pied Piper of the Poconos. It began over 50 years ago when the recreation major at the University of Georgia was tapped to manage a summer attraction at the Fernwood Resort in the hills of Pennsylvania. It was winter of 1970 and summer was months away. But Fernwood also offered skiing. Mal was game. He was bundled off to nearby Camelback Mountain for a crash course on the boards under the guidance of Austrian Pro Adam Menowich. A career was born.

Mal was hooked and passed his enthusiasm on to novices who showed up on the Fernwood slope to get a taste of the sport. But for the eager young instructor, there was a commitment to improve his own skill. He found a mentor in then legendary Marilyn Hertz, Ski School Director at Camelback and herself, a Hall of Fame inductee. But the need to become an advocate for skiing burned bright. He focused on youth. In the early 70's, Mal was going to Pocono area schools, beating the drum for the formation of skiing groups that would learn under the Fernwood lights. Where Malcolm went, the kids followed - in droves. They then moved on to populate slopes from Pocono learning terrain to the most challenging summits of the Rockies, the Alps and beyond. Some of those groups are alive and active today.



Mal's role in winter sports continued to snowball. Freestyle skiing captured his imagination with the thrills of aerial maneuvers and the graceful movements of ballet on skis. It wasn't long before he became one of the first certified judges of Freestyle competition in Pennsylvania.

But Mal Law had one more stop to make in the growing Pocono Mountains ski world. It happened by chance as Fernwood guests began asking about the parkas and gear worn by his instructors. And so, a retail venture was formed that blossomed into the popular Starting Gate Ski Shop in Bushkill. Ski equipment Rep Tom Beach, a 2010 Hall of Famer recalled that Mal's success when going up against the big shops was keeping his focus on families and above all, youth. When snowboarding became the rage, Mal, like the Pied Piper of old was there with the goods, and the parade of young shredders followed.

