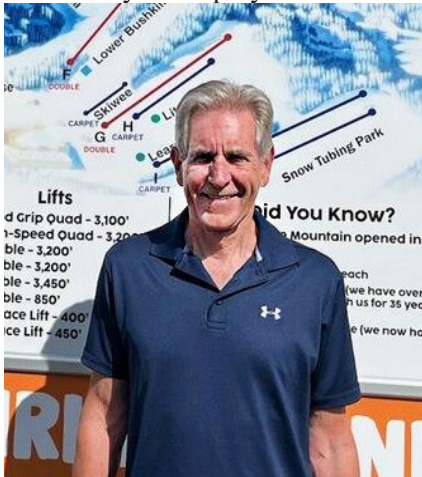


Jim Tust

For 50 years, Jim Tust worked in the Pennsylvania ski industry in roles ranging from rope tow operator at the former Apple Hill Ski Area in Orefield to Managing Partner and Corporate Officer of Shawnee Mountain Ski Area near Marshalls Creek. Jim was instrumental in the formation of successful teams and a community of employees that have remained for decades at the mountain, where he spent the bulk of his career.



In 1979 Jim was recruited by Shawnee developer Karl Hope to come on board as ski school director. In addition to leading the school, he worked on marketing to generate group business. Within a year, he officially transitioned to Administrative Manager and Marketing Director.

In the early '80s, Jim secured the franchise and launched the widely successful kids' program called SKI wee. It went on to become one of the most recognized children's skis programs in the East. Jim was a driving force in establishing a group sales department that played a key role in keeping Shawnee Mountain profitable. Over the following decades Shawnee's Ski wee and Group programs annually introduced tens of thousands of kids and teens to winter sports earning Shawnee Mountain recognition as one of the top feeder areas in the country.

Jim also served as director for the PA Special Olympics State Winter Games held at Shawnee Mountain, and was named as a delegate and coach for the PA Special Olympics Team at the 1985 International Special Olympics Winter Games. Skiing was always a passion for Jim. He made his first tracks at age 8 on a small water-tower hill near his childhood home in Allentown, Pennsylvania, and took weekend trips with his family to the former Tanglwood Ski Area. His first ski area job was at Apple Hill, where he operated a rope tow, parked cars, and picked up trash. He graduated to T-bar operator in his second season. From 1972 to '74 he worked as a ski instructor at Tanglwood and was then elevated to Ski School Director as he learned the business side of Ski School operations and earned his PSIA certification. In 1976, Jim married his high school sweetheart Kay Schmoyer.

The 80's saw tremendous growth at Shawnee Mountain including new lifts, lodges, night skiing and summer operations. Jim learned all aspects of ski area management and worked closely in Shawnee's early days with his then boss and mentor Jim Trepp, the General Manager, and longtime colleague Nick Fredricks, the former Mountain Manager who is now President and CEO. Jim served as an administrative manager and Marketing Director until 1996 when he became a managing partner of Shawnee Mountain, a position he held until his retirement in early January 2021. He also served as chairman of the Pocono Mountain Visitors Bureau (PMVB) Ski the Poconos Committee and as a board member. Now in retirement, Jim still makes runs at Shawnee Mountain. You can also find him on the McDade trail in Delaware Water Gap Recreation Area with his cross-country skis, meeting with his running group, and spending time with his family that now includes four grandkids.

