

Linda Irvin should be given the title of the “Unsung Hero of Pennsylvania Snowsports.” There is no one in our state who has done more behind the scenes to advance Pennsylvania winter sports in recent decades. Linda has served as Executive Director of two key SnowSports organizations at the same time; the Pennsylvania Ski Areas Association (PSAA) and the Eastern Winter Sports Reps Association (EWSRA). While serving in these two key positions, she has had a positive impact on the SnowSports industry as a government liaison, an innovator, a media professional, an association leader, and a retail product organizer and facilitator. Linda has worn many hats to advance the sports we love.



In her role as Executive Director of PSAA, Linda has worked extensively with ski area operators and our state government to further our winter sports in many ways. She met with different elected officials to inform them of concerns our resorts had relative to pending legislation dealing with such topics as labor law, environmental regulations, and tax matters to name a few. Due to Linda’s positive approach at these meetings, our state officials have always viewed our winter resort industry in a positive light.

Another example of Linda’s work with the state was the relationship which she established with our Department of Labor and Industry which oversees and regulates all ski lift and tramway operations in Pennsylvania. Through her work and that of other ski area leaders, the annual lift maintenance and lift operations seminars were established wherein both staff from the state and from our ski resorts attend and participate creating a relationship promoting every aspect of safety.

An area of innovation which Linda Irvin directed was the 4th and 5th Grade Snowpass Program for the PSAA. The objective of the program was to introduce the sports of skiing and snowboarding to 4th and 5th graders in the mid-Atlantic region. This program became one of the most successful programs of its kind in the U.S.A. For a minimal cost a 4th or 5th grade student could obtain a booklet which would allow them to ski or snowboard a fixed number of times in Pennsylvania. These visits would allow the student to become acquainted with our winter sports and to advance their skills.

In her role as Executive Director of the PSAA, Linda worked with our ad agency to design, create and implement the statewide winter resort marketing program along with the print collateral and association website which promoted Pennsylvania’s ski resorts and various programs.

In her roles Linda has organized and led many different trade shows, seminars, and trainings for the member resorts of the PSAA. Linda helped to organize and coordinate our annual fall trade show which was attended by personnel from ski resorts in both Pennsylvania and New York.

In addition, Linda has organized the trade shows and on-snow demos for



EWSRA. These shows served to link the manufacturer’s reps with our retail outlets. Linda’s role in EWSRA has been very important for the retail side of our business. Through the years, Linda has been able to adapt and navigate through many changes including the introduction of snowboarding, shaped skis, and helmets as well as the changes in the buying cycle to serve both the reps and the retail shops.

Over the years Linda Irvin has interacted with literally thousands of different people in every aspect of our business. Perhaps most importantly through her various leadership roles, Linda has had a positive impact on the overall guest experience. For skiers and snowboarders to become lifelong participants in our sports, a positive and enjoyable experience is key. Through her dedication and commitment, Linda has made both the PSAA and EWSRA two of the most respected and well-run organizations in the Snowsports Industry. We owe Linda a huge “thank you” for her vision and her ability to execute on that vision in service to our winter sports industry.

