

Anyone involved in ski racing in Pennsylvania over the past 40 years will know the name August Picarello. August, known by everyone as Gus, has made untold contributions to our beloved winter sport for decades. August, known by everyone as Gus, has made untold contributions to our beloved winter sport for decades.



Gus has an impressive list of accomplishments and achievements. His achievements are as a result of his commitment to the sport of skiing as well as his approach to tackling the challenges which we may encounter. In his work of developing accomplished ski racers and coaches, Gus also taught discipline and true leadership skills.

Here are some of his contributions and achievements in alpine ski racing during his career – Race Director at Vernon Valley/Great Gorge 1975-1984; Race Director at Jack Frost 1985-1987; Alpine Director of Racing Camelback Ski School 1987-1993; Director Alpine Head Coach for Pocono Alpine Ski Education Foundation (PASEF) 1993-2023.

In addition to being the Director and Head Coach of PASEF, Gus founded this organization to serve the youth of the Pocono region of our Commonwealth. During these years, Gus also maintained a PSIA Level 2 certification and was a member of Snowboard Association with a Level 300 coach certification. Ski & Snowboard Education Committee establishing criteria for 300 Coaches. Gus served as Eastern Director of the Ski Racing Association (PARA) for 30 years and was Alpine 5 years. During his tenure, Gus officiated over 100 ski Pennsylvania. This is only a partial list of his achievements.



the U.S. Ski & He served on the U.S. Level 100, 200, and Pennsylvania Amateur Officials Chairman for competitions in

Through his impressive career, Gus worked with his athletes and coaches to achieve their very best while at the same time balancing discipline and encouragement. This is a rare skill. He was tough and demanding, but at the same time his young ski racers always felt his love and never doubted his support. He expected much from both his athletes and coaches, but at the same time he provided an environment which allowed for them to excel. Throughout his tenure he taught the value of honest and compassionate communication with parents, coaches, and athletes. A few key points of his coaching philosophy are: “How you coach has a far greater impact on an athlete than what you coach. Consistency is a major factor in an athlete’s development, and ownership of new skills takes time. Coach athletes not teams.” Gus touched thousands of young athletes, and he trained and mentored several hundred coaches.

Gus has dedicated his life to the sport of ski racing. This dedication and commitment have produced more than ski racers. It has produced many lifelong friendships as well as personal and professional growth in the athletes and coaches with whom he served. Time and again, people have returned to thank Gus for the role he played in their lives. The true measure of a great coach is the lasting impact they leave on their athletes and fellow..

