



# SNOWBOARDING

By:

Marc Thompson

# Beginnings

- ▣ The first snowboard (“The Snurfer”) was invented by Sherman Poppen in 1964.
- ▣ It was known to be hard to control, and died out quickly.
- ▣ In 1970, the Idea of a snowboard was recreated by Dimitrije Milovich, and he started the first known snowboard company in history (“Winterstick”).
- ▣ By 1980 the company was broke, and Milovich soon faded into history.
- ▣ In 1977 Jake Burton started producing snowboards in Vermont, and quickly saw a large market to be held.
- ▣ In 1979 the first Annual Snurfer contest was held in Michigan, and had Pro Snurfer Paul Graves doing 360’s and knee slides and made the crowd go crazy and forever cemented snowboarding as a legitimate sport.

# The 80's through the 90's

- Through the 1980's snowboarding was frowned upon by skiers, snowboarding was prohibited at most ski resorts.
- In 1985 only 7 percent of resorts allowed snowboarders to ride, but the number was increasing monthly.
- Jake Burton Carpenter started producing boards that had metal edges and fiberglass in 1985 , not previously seen before.
- These new boards helped make snowboarding easier and more accessible for people who were previously unsure of how safe they were.
- In 1999 Snowboarding Became an Official Olympic sport.
- In 1999 there were 6 million snowboarders in the USA and was continuing to grow at a fast rate.

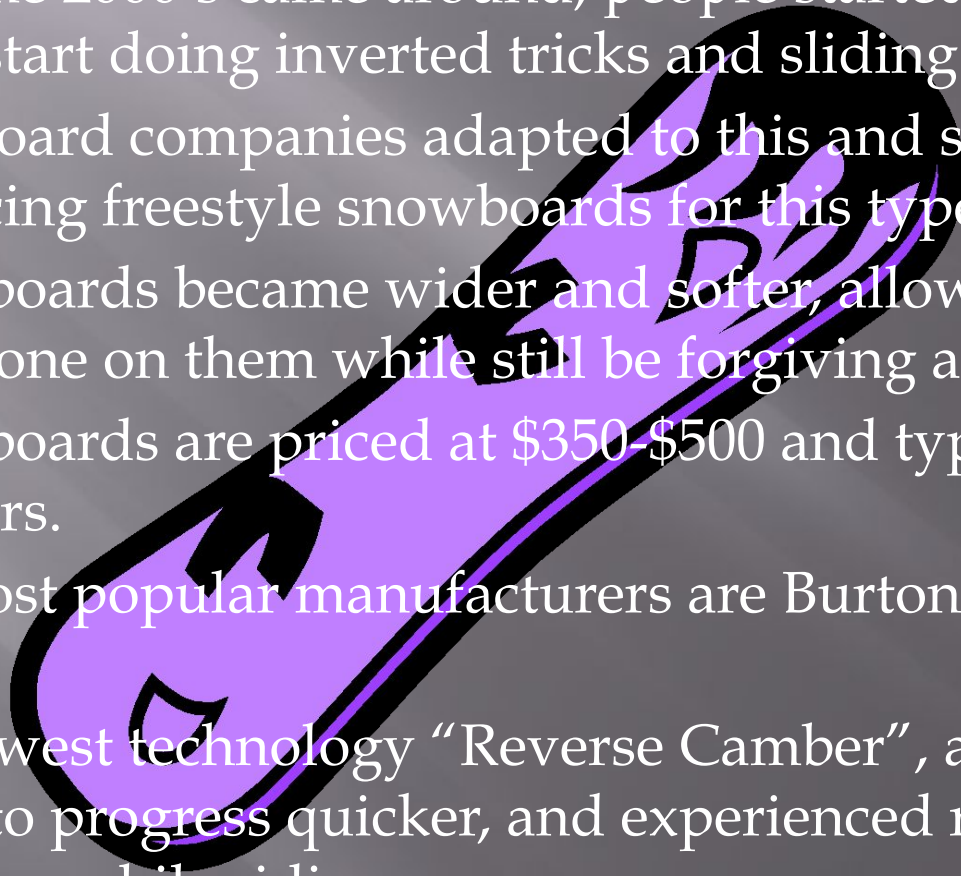
# 2000-Present



- Snowboarding in the 2000's has grown exponentially in a short amount of time, to 6.6 million participants in 2004.
- By 2004, 25% of riders were 18-24 years old.
- In the 2000's "Jibbing" has become very popular.
- Jibbing is sliding on things that were not designed for snowboarding.
- Now, approximately 97% resorts across the world allow snowboarders to ride.
- Entering the second decade of the 2000s, snowboarding has increased in popularity across many demographics, regardless of age, sex, or ability levels.

# Progression of Snowboards

- Once the 2000's came around, people started realizing they could start doing inverted tricks and sliding on rails.
- Snowboard companies adapted to this and started producing freestyle snowboards for this type of riding.
- These boards became wider and softer, allowing more tricks to be done on them while still be forgiving and fun.
- These boards are priced at \$350-\$500 and typically last for 2-3 years.
- The most popular manufacturers are Burton, K2, GNU and Rome.
- The newest technology "Reverse Camber", allows new riders to progress quicker, and experienced riders to have more fun while riding.



# Popular Resorts

- ▣ Colorado is one of the most sought after places to ride in America.
- ▣ It is home to many mountains, including Squaw Valley, Aspen and Vail.
- ▣ Many Professional riders have come from Colorado, including Jeremy Jones and Darrel Mathes and Jed Anderson.
- ▣ Squaw Valley was one of the first mountains to hold large scale competitions with cash prizes.
- ▣ There are many colleges for snowboarding in Colorado, one famous graduate is Olympic boarder Tyler Flanagan.
- ▣ Transworld Snowboarding Magazine is based in Colorado.



# Famous Snowboarders

- ▣ Two people to push the envelope of progression together was Jeremy Jones and JP Walker in 2001.
- ▣ Shaun White became the youngest Gold Medalist in the Olympics in 2006.
- ▣ Ross Powers is largely considered a legend in the half-pipe contests all across the world.
- ▣ Torstein Horgmo is known as the only person in the world to land a “Triple Cork 1080”.
- ▣ Danny Davis is the only current Professional in the olympics from Michigan.
- ▣ Eiki Helgason is currently known as one of the best handrail riders in the world.

# Inspiration

- ❑ Snowboarding is a direct inspiration from skateboarding.
- ❑ A group of skateboarders started using the snurfer in the 70's and improvements were made each year.
- ❑ Many tricks in snowboarding were inspired by the ones done on a skateboard.
- ❑ Snowboards are often of a similar shape of a skateboard.
- ❑ Many Snowboard companies advertise that their snowboards ride like skateboards.
- ❑ Many snowboard companies are also directly related to skateboard companies.



# Hazards

- ❑ If you plan on riding in a park at a resort, you must learn proper etiquette in the terrain park.
- ❑ Rails and Jumps should be sized up before they are tried, many injuries are on these two.
- ❑ While riding in the backcountry, one must be educated on avalanche safety.
- ❑ Many people in the backcountry use an emergency beacon in case of injury.
- ❑ Many snowboarders get injuries from falling on ice.
- ❑ Many snowboarders have knee injuries, such as blown ACL's and MCL's.

# Conclusion

- ❑ Snowboarding has evolved from a dangerous toy in the 70's, to a very respected Olympic sport in the 2000's.
- ❑ It is considered one of the most popular winter sports.
- ❑ Snowboarding's high cost competes with skiing in the fact that its cheaper.
- ❑ Snowboarding is a great way to get out and experience nature in its natural state.
- ❑ Skateboarders love snowboarding because its fun!
- ❑ The best part about snowboarding is falling in snow, its still fun to this day.